JANUARY 27, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

Moulder staff report charges FCC with malfeasance — Page 31

ABN finds costs too high, backs down on all-live format — Page 68

Pay tv hearings end; Harris plugs for action this week — Page 70

Bricker back in the game, will seek network regulation — Page 80

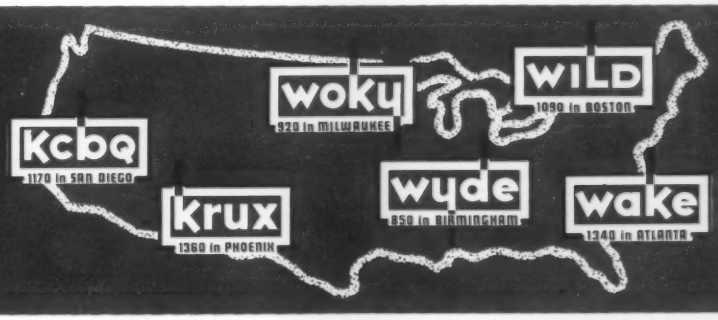
The Eyes Of FORTUNE Are Upon Us

FORTUNE Magazine today releases in its February issue an appraisal of American radio — its dynamic resurgence.

Thank you **FORTUNE** for making Bartell Family Radio the focus of your report.

This recognition by the nation's most distinguished business magazine is deeply gratifying to Bartell people everywhere for whom constant research, creative programing and responsive leadership are abiding objectives.

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

WHEELING: 37* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley

"I'm outside foreman, a twenty-seven year man with Valley Camp. Sure, we work hard and we're proud of the quality coals produced here. This job keeps the missus, our child and me mighty comfortable. Live just a couple of miles from the mine, in the Elm Grove section of Wheeling. Do we watch TV? We sure do, our own station, too. WTRF-TV does a great job!"

No. 3 IN A SERIES
MINING

THE VALLEY CAMP COAL COMPANY

Mining rich coal resources, Valley Camp operates three area mines, employs around 600 men, pays approximately four million dollars annually. Mined raw coal is washed, screened and thermally dried before it is shipped by rail, truck and water to America's industrial and commercial coal consumers. *Valley Camp*—with expansion underway, another impressive picture of this super market where 2 million people spend 2½ billion dollars annually, where 425,196 TV homes react to the influence of WTRF-TV.

Wheeling Division
THE VALLEY CAMP COAL COMPANY
No. 3 Mine—Triadelphia, W. Va.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

CHANNEL

More Clients are using Terre Haute as their Test Market!

TERRE HAUTE IS A GREAT TEST MARKET!

- Indiana's 2nd Largest TV Market
- 251,970 TV Homes
- CBS, NBC, ABC Networks

TERRE HAUTE, INDIANA

WTHI - TV

and RADIO, too!

T.M.–CBS-TV

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

MORE

Dallas people watch KRLD-TV than any other station!

*MORE throughout the week!

Weekdays, Monday through Friday, from 7 A.M. to sign-off time, MORE Dallasites tune their sets to Channel 4 than to any other TV station. There are times during the week when Channel 4 has a greater audience than the combined total of two of the other three Dallas-Fort Worth stations.

*MORE over the week-end!

From sign-on time Saturday to sign-off time Sunday MORE Dallas television sets have been tuned to KRLD-TV than to any other station. There are times when Channel 4 has more Dallas viewers than the combined audiences of the other three Dallas-Fort Worth Stations — other times when KRLD-TV's audience is greater than the combined audiences of two of the other stations.

*MORE top flight programs

CHANNEL 4 PRESENTS 12 OUT OF THE TOP 16 ONCE-A-WEEK SHOWS

- GUNSMOKE
- BURNS AND ALLEN
- ARTHUR GODFREY'S TALENT SCOUTS
- DECEMBER BRIDE
- WHAT'S MY LINE
- OH SUSANNA
- PLAYHOUSE OF STARS
- THE LINE-UP
- PHIL SILVERS' SHOW
- ALFRED HITCHCOCK PRESENTS
- DEATH VALLEY DAYS
- ZANE GREY THEATRE

*METROPOLITAN DALLAS TELEPULSE — OCT. 1957

CBS

and further MORE...

KRLD-TV Channel 4 DALLAS

SERVES A GREATER AREA, WITH A STRONG CLEAR SIGNAL, THAN ANY OTHER TV STATION IN TEXAS

KRLD-TV, Channel 4, operates on maximum power and telecasts from atop Texas' tallest tower. It is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000 watt radio station in Dallas-Fort Worth area. The Branham Company, national representatives.

JOHN W. RUNYON, CHAIRMAN OF THE BOARD • CLYDE W. REMBERT, PRESIDENT

closed circuit.

DOUBLE TALK • Advertisers and agencies are reacting to current softness in national economy in sometimes contradictory ways. Generally they talk with optimism (though somewhat restrained) about their future television plans. Yet coincidentally some of them are quietly calling on network officials for some relief from commitments they already have. Sought-after relief sometimes takes form of outright dropping of shows, sometimes that of cutting back from weekly to alternate-weekly sponsorship. In some cases, it's not so much economy as dissatisfaction with program or time period that prompts relief call. But all three networks have some sponsors who wish to cut back for one reason or another.

•

Here are some of sponsors wanting relief from present commitments: On ABC-TV, American Chicle is looking for half sponsor of Jim Bowie *and Liggett & Myers has sold off four more* Frank Sinatra *shows to Bulova (April 25, May 9 and 23, July 6), in addition to Bell Telephone's decision not to renew* Telephone Time *in April. On NBC-TV, DeSoto reportedly is cancelling its half of* Groucho Marx Show, *Warner-Lambert is looking for alternate-week sponsor of* Restless Gun *and P. Lorillard is seeking partner for Friday 8-8:30 p.m. period, which probably will be filled by new western after* Court of Last Resort *is adjourned in April. On CBS-TV, Mogen David Wine is dropping out of* Dick & The Duchess *and co-sponsor Helene Curtis may follow but is looking for new show; Shulton and Lever are dropping* Eve Arden *but may replace it; Kellogg is abandoning its half-hour of* Big Record *and Purex is cutting back on, if not out of,* Perry Mason Show.

•

RICOCHET • Although Chairman John C. Doerfer last week took brunt of publicity about alleged shenanigans at FCC, another commissioner is most apt to be personally hurt if FCC smear continues. He's Robert Bartley whose term is next to expire (June 30) and whose reappointment must be considered soon by White House. Unhappy irony is that of all commissioners, Comr. Bartley has probably most consistent voting record on matters of principle. Inconsistency in FCC voting is major target of Moulder Committee chief counsel, Bernard Schwartz.

•

One piece of good news for advertising came out of Washington last week. Bill introduced last year by Rep. Emanuel Celler (D-N. Y.) [LEAD STORY, *June 24, 1957*] *to outlaw quantity discounts by advertising media is as good as dead. It's understood that even its author has abandoned measure—which would bring services under provisions of Robinson-Patman and Clayton Acts that now regulate pricing of commodities.*

•

WEST COAST REPEAT • Richard A. Moore, president of independent KTTV (TV) Los Angeles, whose testimony before Senate Commerce Committee two years ago was in good measure responsible for starting antitrust investigations of networks, may ask FCC to testify by unique means at forthcoming hearings on Barrow Report. Mr. Moore would like to submit kinescope of his Commerce Committee testimony and thus avoid personal trip to Washington to repeat his charges that networks are violating antitrust laws in option time, must-buy and other established practices.

•

New controversy over radio audience measurement techniques will be provoked by report of NAB Radio Research Committee presented to Radio Board at Phoenix last Wednesday (story page 60). While report was carefully drawn and gave no specific answers, there were implicit in it arguments for out-of-home listener data which necessarily involves recall technique (now employed by Pulse). Conversely, there was conclusion that coincidental method (Nielsen and Hooper) could not do entire job. Report, submitted by E. K. Hartenbower, KCMO Kansas City, as radio research chairman, was not only approved but committee was transferred from ad hoc *to standing status.*

•

TOLL POLL • Informal poll of House Commerce Committee after subscription television hearings last week suggested that majority favors action to stop toll tests. Observers pointed out that persuasive lobbying by toll advocates could sway sentiment before issue comes to vote, but assuming toll opponents are equally active and evidence continues to mount that public doesn't want to pay, chances are committee will hobble or halt FCC in its announced course of authorizing tests of subscription system.

•

Precon Inc., developer of subliminal projection system, looks hopefully for adoption of subscription tv. Precon officials have quietly been passing word during west coast demonstrations that subliminal commercials would be ideal on toll system. People wouldn't consciously know they were being shown ads while watching television programs they had paid for.

SHUFFLING THE SPECTRUM • Joint government committee working on frequency allocations in preparation for 1959 Geneva international radio conference has come to agreement on one significant factor: U. S. must put its allocations house in order before conference. In domestic area this means taking care of military requirements for space and mobile users' demands for increased portion of spectrum. This means, according to informed observers, that FCC may have to take cognizance of lack of full utilization of uhf television band. Feeling on part of government experts is that U. S. must settle its own allocations problems well in advance of July 1959 date of Geneva meeting. Fear is that this sense of urgency may push FCC into making commitments on uhf before TASO report is submitted (now promised by end of 1958).

•

MGM-TV wants to produce tv commercials in New York as well as on West Coast where it now is expanding its commercial production services in Culver City, Calif. So far, MGM-TV's Gotham search hasn't borne fruit. But, say MGM-TV spokesmen, company's hunt for suitable studio space continues.

•

KFBB-AM-TV SOLD • Sale of KFBB-AM-TV Great Falls, Mont., by group headed by Joe P. Wilkins, president-general manager and 55% owner, to Ed Craney, Montana broadcaster, and Arthur Schwieder, president of KID-TV Idaho Falls, Idaho, for aggregate of $760,000 has been consummated subject to FCC approval. Mr. Wilkins will continue with new owners on consulting basis as part of overall transaction. Contingent transaction involves sale by Mr. Craney of KXLK Great Falls to comply with FCC duopoly rules. Transaction handled by Hamilton, Stubblefield, Twining & Assoc.

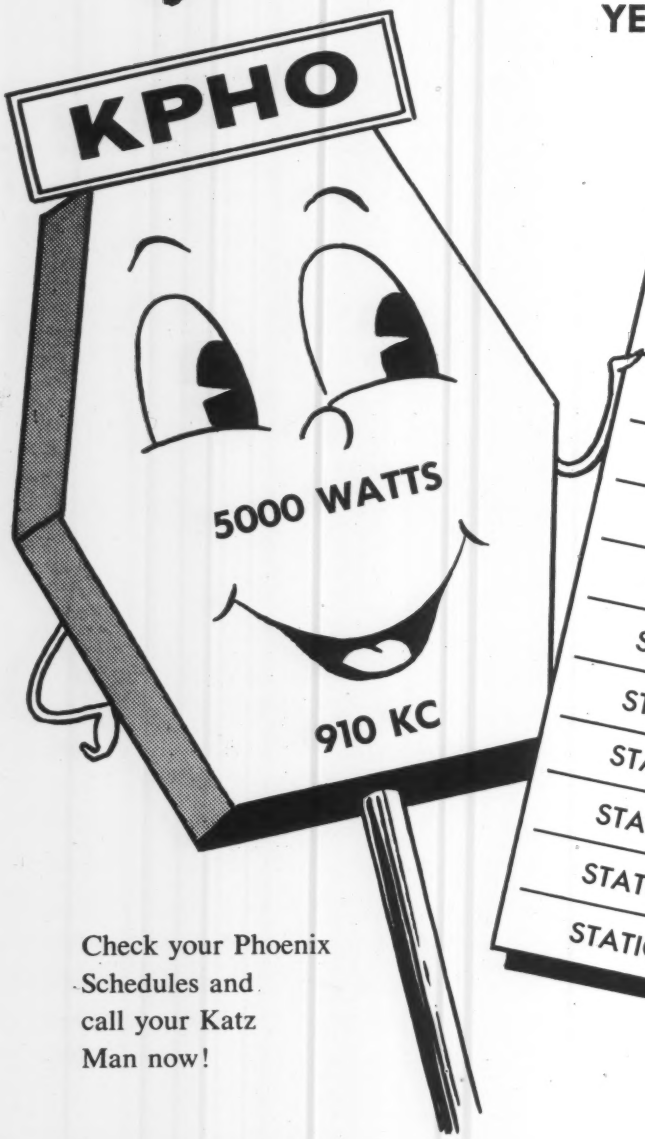
•

Negotiations expected to be completed in next fortnight by Frank Atlass, program director of WBBM-TV Chicago, and Earl Muntz, tv set manufacturer, for controlling stock in HIT-TV Ciudad Trujillo. Deal would give Messrs. Atlass and Muntz each 25% interest and Dominican group smaller shares in Dominican Republic's only tv station, being purchased from J. Arismendi Trujillo, son of dictator Rafael Trujillo, who operated government-owned commercial station. Additionally Mr. Muntz (who last year went out of U. S. tv set business) plans to set up receiver production firm, it's understood. Republic now numbers about 15,000 sets, functioning with 525-line, 30-frame, 6-mc system.

KPHO RADIO

is *First* in Phoenix!

YES! KPHO leads the 10-station Phoenix Market with more absolute quarter-hour *FIRSTS* than the *combined* total earned by the 2nd and 3rd ranking stations!



PHOENIX PULSE—NOVEMBER 1957
Monday through Friday—6 am to-Midnight
Comparative quarter-hour firsts

RADIO STATION	ABSOLUTE FIRSTS
KPHO RADIO	**150**
STATION "B"	100
STATION "C"	40
STATION "D"	15
STATION "E"	0
STATION "F"	0
STATION "G"	0
STATION "H"	0
STATION "I"	0
STATION "J"	0

Check your Phoenix Schedules and call your Katz Man now!

KPHO Radio Phoenix 910

WHEN Radio	Syracuse	620
WOW Radio	Omaha	590
KCMO Radio	Kansas City	810
KRMG Radio	Tulsa	740

Dick Rawls, General Mgr.
John Crowley, Commercial Mgr.

Represented nationally by The Katz Agency

KPHO RADIO . . . one of Meredith's BIG 5 . . . All-Family Stations.

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines.

THE WEEK IN BRIEF

LEAD STORY

FCC Faces Moulder Subcommittee Wednesday—Questioning will be on "general" problems. Charges made by Chief Counsel Schwartz (leaked on wholesale basis to press last week) will not be aired, Rep. Moulder says. Indications are that more incriminating charges against Commission being readied in connection with Miami, Boston and Indianapolis tv grants. Page **31.**

ADVERTISERS & AGENCIES

Challenge to Tv—Thomas Organ Co., major producer in its field, likes its taste of tv and wants to expand its spending. But Thomas wants to be sold right vehicle first. Page **44.**

JWT Taps Media Trio—Vice President Porter, Richard and Ruth Jones figure in agency's strengthening of top media echelon. Page **52.**

Barter Bout in RTES' Arena—SRA's Headley and Ezzes of C & C Television Corp. debate the pros and cons of the barter system's application in tv. Page **39.**

Professor Pokes at Tv 'Medical' Ads—He mentions no names, but by use of debunking demonstrations and slogans Rutgers U. professor swipes at commercials. Page **36.**

Buick to Y&R?—Agency's resignation of Lincoln prompts talk that it may be in contention for unattached Buick account. Page **34.**

Tv Gets Annual Belittling—Meeting in Chicago, newspaper advertising executives take another swipe at television, charging rising costs, imbalanced coverage and rating deception. Page **64.**

GOVERNMENT

Quick Answer on Pay Tv Test Survival—House Interstate & Foreign Commerce Committee to meet this week to decide whether it will flag down FCC's proposed tests. Two weeks of hearings end. Page **70.**

Bricker Network Bill Up Again—Ohio Republican presses for hearing on legislation of networks by FCC. Date not certain. Much depends on Barrow report developments. Page **80.**

Hearing on Smathers Bill Slated—ASCAP-BMI squabble to get congressional airing at hearings on Sen. Smathers' bill to divorce broadcasters in BMI. Sen. Pastore to preside over proceedings, schedules March 11 starting date. Page **82.**

PERSONNEL RELATIONS

Labor Woes at Republic—Sale of $2 million package to NBC division prompts Screen Actors Guild and Writers Guild of America West to serve cancelation notices to Republic Films. Problem stems from alleged failure to negotiate for payments prior to releasing films for re-use. Page **90.**

NABET Strike Vote Asked—Union negotiators charge ABC and NBC with stalling tactics during current Boston contract talks. Page **90.**

NETWORKS

ABN Cuts Back Live Shows—"All-live" programming policy abandoned in move attributed primarily to costs. Two of five live shows to be retained; others will convert to records. Labunski resigns as programming vice president. Page **68.**

MBS 'Bonus' Stations to Switch to Pay Status—MBS President Paul Roberts reports that 'bonus' stations which carry commercial shows without fees will become regular Mutual affiliates, entitled to be paid for carrying sponsored programs. He says Mutual is first network to change status of 'bonus' outlets. Page **69.**

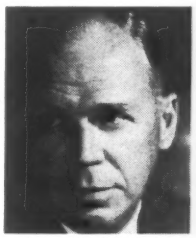
TRADE ASSNS.

Action in Arizona—NAB directors scuttle five-year-old plan to set up industrywide county-by-county tv circulation audit as board holds winter meeting at Phoenix. Pay tv, subliminal perception, radio research and overhaul of association's convention procedure starting in 1959 are included in list of board actions. Page **60.**

FILM

Tv Is Coinmaker at Loew's—Report by President Vogel indicates that Leo's deficit diet could have been much worse had it not been for MGM-TV business. Coincidental are new plans by MGM-TV to increase its role in television. Page **84.**

OPINION



MR. LUSK

Needed: An End to the 'Huckster' Concept—Robert Lusk says wrong impressions of advertising business have been allowed to flourish in public's mind. Writing in MONDAY MEMO, Benton & Bowles president asserts orientation campaigns against these fallacies should be carried on by each and every advertising man and woman. Page **113.**

DEPARTMENTS

ADVERTISERS & AGENCIES	34	OPEN MIKE	15
AT DEADLINE	9	OUR RESPECTS	28
BUSINESS BRIEFLY	58	PEOPLE	96
CHANGING HANDS	86	PERSONNEL RELATIONS	90
CLOSED CIRCUIT	5	PROGRAMS & PROMOTIONS	92
COLORCASTING	52	PROGRAM SERVICES	91
EDITORIAL	114	RATINGS	56
FILM	84	STATIONS	86
FOR THE RECORD	101	TRADE ASSNS.	60
GOVERNMENT	70		
IN REVIEW	18		
IN THE PUBLIC INTEREST	100		
LEAD STORY	31		
MANUFACTURING	91		
MONDAY MEMO	113		
NETWORKS	68		

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

KRON is TV in SF

San Franciscans are sold on KRON-TV

Sells the Kids-5:15 PM
FIREMAN FRANK
9.5 Av/19.7 Cume
ARB, DEC.

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

at deadline

NAB RESHAPES CONVENTIONS, CONFERENCES

NAB Joint Board of Directors unanimously approved sweeping change in convention and regional meeting formats at close of three-day board sessions Friday in Phoenix, Ariz. (Early stories start page 60).

Industry convention next April 27-May 1 in Los Angeles is not affected by revision but 1958 autumn regional sessions will operate under new procedure. Board accepted report of special convention study committee headed by W. D. Rogers Jr., KDUB-TV Lubbock, Texas. Annual convention, starting in 1959, will be restricted to ownership, management and officers of active member stations.

"Serious problems facing the industry require that top management be marshaled each year for thorough deliberations and action." Mr. Rogers said.

NAB Fall Conferences, supplanting regional meetings, will be tailored to cover operating phases of station management including administration, sales management and programming. Members can attend most-conveniently located meeting. Starting in 1959 fall sessions will be held later in season and in major cities. Sites in 1959 will be Boston, Washington, Chicago, Atlanta, Dallas, Denver, Seattle and Los Angeles.

Exhibit space at spring engineering conference and ownership-management meetings will be limited to broadcast equipment. Associate members offering film, syndicated features and other products and services will be limited to fall conferences. Present schedule for 1958 fall conferences will be followed. Spring conventions will be held in Chicago 1959-60 and in Washington 1961. Board's 1958 summer meeting will be held in Washington during June and 1959 winter meeting at Hollywood Beach, Fla.

Expansion of NAB public relations program was voted by joint board. Action, based on recommendations by Donald N. Martin, public relations assistant to President Harold E. Fellows, calls for films, spots, slides, announcement copy and background material plus stepped-up service of news written especially for broadcast. Most of these aids will be connected with special industry campaigns or events.

Films will dramatize radio and tv service to nation. Radio film will trace news and special events coverage starting with Harding-Cox election returns in 1920 to present. Tv film will concentrate on medium's contributions in fields of public affairs and public service programming. Public relations manual will be provided along with speaker guides. "Prestige booklet" will contain facts on NAB history and services. Promotional booklet for radio members is planned.

Board approved plan for NAB participation in American Bar Assn. House of Delegates meeting Feb. 24-25 in Atlanta when media will argue their case against ABA Canon 35, banning them from courtroom. Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NAB Freedom of Information Committee, will present broadcasters' case. Judge Justin Miller, former NAB board chairman, reviewed status of freedom-of-access situation, reporting no important changes since last board meeting.

Everett E. Revercomb, NAB secretary-treasurer, was re-elected for one-year term. Vincent T. Wasilewski, government relations manager, gave legislative report. Howard H. Bell, assistant to president, said 30 state presidents have accepted invitation to third annual state conference. Richard M. Allerton, research manager, reported on Bartlesville, Okla., wired tv project. A. Prose Walker, engineering manager, discussed FCC spectrum studies and Douglas A. Anello, chief attorney, reviewed municipal advertising taxes. Budget of $974,000 for fiscal year starting April 1 was approved.

Bruck Joins Pharmaceuticals, Big Advertiser Maps Expansion

Pharmaceuticals Inc., New York, blue-chip network tv advertiser, Friday announced election of Franklin Bruck, board chairman of Parkson Adv., New York, and formerly president of his own agency, as vice president in charge of new business acquisitions. Parkson is Pharmaceuticals' agency. Also announced: election of Sheldon Feinberg, assistant treasurer, to treasurer, replacing Jerome Cossman, appointed vice president in charge of finance.

Pharmaceuticals, which acquired J. B. Williams Co., Glastonbury, Conn., last summer and this year is budgeting about $20 million in advertising—$14 million in network tv and $3 million in spot tv and radio [CLOSED CIRCUIT, Jan. 13]—is out to buy additional companies. Mr. Bruck will handle negotiations to purchase drug firms and related industries producing either consumer or ethical products, or both. Pharmaceuticals, it's learned, is considering five companies with an eye to buying one or more.

Company's ad budget has jumped from estimated $9.8 million two years ago and $11.8 million last year to $20 million in 1958. Mr. Bruck also will supervise development of new consumer products for fast-expanding Pharmaceuticals. Family-owned and headed by Matthew B. Rosenhaus, brother of Irving R. Rosenhaus, president-owner of WAAT-WATV (TV) Newark, N. J., firm began in 1935 as Serutan Co.

Products of Pharmaceuticals: Geritol, Serutan, R.D.X., Zarumin, Sominex, Aqua Velva, Lectric Shave, Williams shaving creams, Conti shampoo, Kreml hair tonic, Skol sun tan creams and lotions.

SPACE AGE ORIENTATION

Nationwide effort "to awaken the public to the need for greater emphasis on attainments of intellect and skills" will be conducted by broadcasters under project approved at Phoenix Friday by NAB Joint Board of Directors. Plan, drawn by Donald N. Martin, public relations assistant to President Harold E. Fellows, will be based on theme, "Learn—and Live." It is designed to meet challenge of space age, Mr. Fellows said. Board appropriated $10,000 for project. Radio and tv will join in community-by-community activity, to start about May 1.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

BACK IN FOLD • Barbasol Co., Indianapolis, long out of network radio sponsorship, returns Feb. 10 with $250,000 time purchase of CBS radio. Bought are Mon.-Wed.-Fri. Phil Rizzuto programs in network's across-the-board *Sports Time*, 7-7:05 p.m., for 52 weeks. Barbasol agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

MUTUAL PLEASURE • Bristol-Myers (Bufferin) N. Y. reportedly set to buy series of Saturday and Sunday newscasts and news adjacencies on Mutual under contract representing approximately $400,000 in net billings annually. Agency: Young & Rubicam, N. Y. In addition, Liggett & Myers Tobacco Co. is to start today (Mon.) sponsorship of late afternoon news shows and participations in at least three nighttime mysteries, with billings estimated at $250,000 net. This is revision of L&M-MBS contract reported few weeks ago [BUSINESS BRIEFLY, Dec. 30, 1957]. Agency is Dancer-Fitzgerald Sample, N. Y.

Louis Ruppel, 54, Dies

Louis Ruppel, 54, one time CBS director of publicity, died Friday in New York, following stroke. He was associate editor of *American Weekly* at time of death.

Mr. Ruppel was editor of *Collier's* from 1949 to 1952. During part of 1945 he was editor of Chicago *Herald-American*, and from 1935 to 1938, managing editor of Chicago *Times*. He had also been on staffs of New York papers.

at deadline

Chmn. Doerfer Explains Travel; Harris Turns Back Station Stock

FCC Chairman John C. Doerfer issued second statement Friday in connection with implications in Schwartz memorandum that he had billed government for travel and per diem for trip to Oklahoma and Spokane, Wash., although expenses were paid for self and wife by NAB. Although Schwartz document does not identify Mr. Doerfer, FCC chairman had acknowledged he was commissioner involved.

At same time, Comr. Robert E. Lee said only time he had ever submitted bill to government where his expenses were already paid was to cover his own out-of-pocket expenses. Only honorarium he ever received. Comr. Lee said, was for article on pay tv which appeared in *Look Magazine* March 20, 1956.

And, it became known Friday, that Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, parent of Moulder subcommittee, has withdrawn from 25% ownership of ch. 10 KRBB(TV) El Dorado, Ark. Mr. Harris, according to ownership report received by FCC Jan. 22 turned back his 50 shares in station in exchange for return of his $500 and cancellation of note for $4,500. Station, with 1,500 shares outstanding, remains in control of Dr. Joe F. Rushton, W. C. Blewster and William M. Bigley. Each has 50 shares, with 1,350 remaining in company treasury. Arkansas Democrat paid $5,000 for his 50 shares ($500 cash, $4,500 credit) last year.

Full text of statement issued Friday by FCC chairman's office follows:

"The National Assn. of Radio & Television Broadcasters urgently requested Mr. Doerfer to come to Spokane, Wash., to address their meeting. As an inducement, they offered to take Mrs. Doerfer and pay her expenses. There was, however, no discussion as to the paying of Chairman Doerfer's expenses. The reason which impelled Doerfer to go was the complaint that no commissioner of the FCC had ever visited that area to obtain, at first hand, knowledge of the local radio and television problems.

"Mr. Doerfer rearranged his plans so as to make the trip in connection with a prior engagement in Oklahoma. Before Mr. Doerfer left Washington, D. C., on Oct. 15, 1954, he applied for, and obtained, at government expense, for himself a plane ticket from Oklahoma City, Okla., to Spokane, Wash., and back to Washington, D. C. Mr. and Mrs. Doerfer left Washington, D. C. on Oct. 15, 1954. Mr. Doerfer inspected radio and television facilities in and about Tulsa and Muskogee and spent a few hours on such business in Denver. He also visited such facilities in and about Spokane, Wash., and after making the requested address in Spokane, returned to D. C. on Oct. 20, 1954. On the day of his return, Mr. Doerfer made out a voucher for five days per diem at $9 and taxi fares for $10.50. The government paid Mr. Doerfer this on Nov. 4, 1954.

"Not until Nov. 12, 1954, did a representative of the Association telephone Mr. Doerfer to ask the amount of Mrs. Doerfer's plane fare. Mr. Doerfer called his secretary, who stated she thought it was about $275 or $280, but would look it up. The representative stated this was sufficient for his purposes, and inquired whether $575 would be satisfactory.

"Mr. Doerfer accepted the reimbursement for Mrs. Doerfer's plane fare and a $300 honorarium under the 1952 authorization to members of the FCC to accept for publication or delivery of papers a reasonable honorarium or compensation.

"Only 10% of the work of the FCC involves litigation. The remainder involves the promulgation and enforcement of rules in respect to the construction and operation of television stations. Problems in large part are local in character, and involve not only technical problems, but hazards to air travel by reason of the height and location of towers.

"Any suggestion that trips incident to performance of such duties can be compared to a federal judge's discussing a pending case with a litigant is not only unwarranted but vicious."

Brown & Butcher Agency Formed, Lands Lucrative Babbitt Account

Formation of new agency, Brown & Butcher Inc., New York, and its appointment by B. T. Babbitt Co. announced Friday. Babbitt, which bills total $2.5 million with large amount in radio-tv spot, switches $2 million portion (Bab-O, Cameo soap, other products) from Donahue & Coe and remainder (Glim) from Doyle Dane Bernbach. Brown & Butcher succeeds Carl S. Brown Co. and is headed by Carl S. Brown and Thomas C. Butcher, former Colgate-Palmolive executive most recently executive vice president of Lennen & Newell.

Brown agency last fall reduced its billing 50% when it resigned Colgate-Palmolive's Halo and Vel Beauty Bar. Mr. Brown had serviced C-P accounts since 1943 including Ajax cleanser. Babbitt's new management team is headed by Marshall Lachner, formerly Colgate-Palmolive soap executive, and also includes Michael P. Frawley and Jack Sugden, both formerly with Colgate.

DDB Vice President-General Manager Maxwell Dane said his agency had resigned Glim earlier in week "due to conflict of opinions" about ad strategy while Donahue & Coe Executive Vice President Walter Weir said switch came as "complete surprise." D&C staff was told switch was due to presence of new management team at Babbitt firm.

PEOPLE

MAITLAND JONES, creative executive, Sullivan, Stauffer, Colwell & Bayles, elected vice president and creative director of Fletcher D. Richards, N. Y. Mr. Jones will vacation in Europe, assuming new duties March 1.

MORTON A. BARRETT, salesman since 1953 at The Bolling Co., N. Y., Friday elected secretary with duties encompassing direction of sales development. **TED VAN ERK,** formerly FBI agent in N. Y., has succeeded Mr. Barrett as salesman.

JUD JAFFEE, product advertising manager, Block Drug Co., Jersey City, N. J., to Product Services Inc., N. Y., as account executive and member of plans board.

Woonsocket Ad Tax Proposal Delayed, May Be Jettisoned

Proposal for 3¾ tax on gross sales of local advertising media not submitted by Friday to Woonsocket, R. I., city council. Earlier Bernard W. Poirier, council president, anounced he would submit plan at last week's session. Mr. Poirier indicated Friday that he would withhold proposal, pending changes that would assure tax not being passed on to retailers and consumers, though exact procedure to accomplish this could not be explained. Ordinance was to be along lines of Baltimore ad levies now facing court test [ADV. & AGENCIES, Jan. 20].

Affected would be Woonsocket's two radio outlets, fulltime WWON and daytime WNRI. Zel Levin, WWON station manager, Friday expressed confidence that tax proposal would not survive. Mayor Jean-Paul Soucy stated that he would veto measure. At least three of seven council members expressed opposition to it.

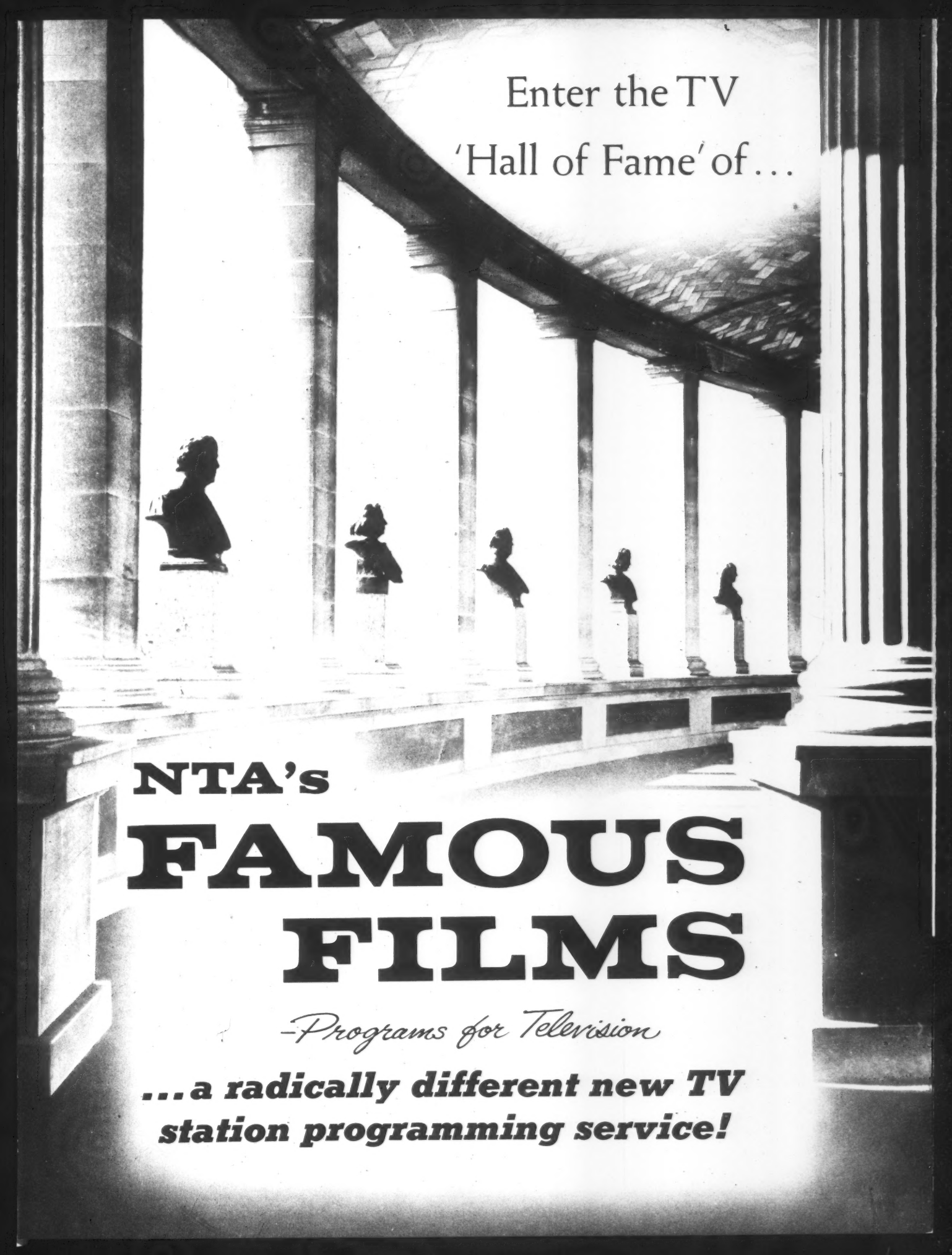
Next council meeting is Feb. 3, but observers feel that flood of local protests against plan will prompt Mr. Proirier to reconsider.

Comprehensive Tv Rating Service Planned by New Wallach Research

Newly-devised television rating service involving coincidental personal interviews as well as phone announced Friday by M. A. Wallach Research Inc., New York. Cost of service to be made available to networks, stations, advertisers and agencies has not been established.

New service was designed by Miles A. Wallach, president of research firm, and George J. Abrams, vice president of Revlon Inc., and chairman of radio-tv committee of Assn. of National Advertisers. Service will include personal interviews with viewers while program is in progress so as to gauge audience composition.

Using 2,000 interviewers, he said it is planned that 100,000 viewers will be interviewed during each rating period to determine family audience composition, multiple set homes by actual audience, commercial memorability and acceptability of commercials; real audience of station-break spot commercials, and channel switching.


Enter the TV
'Hall of Fame' of...
NTA's
FAMOUS
FILMS
-Programs for Television
...a radically different new TV
station programming service!

Property of the Library
Stanford University

CARY GRANT
"Notorious"

GREGORY PECK
"The Paradine Case"

JOAN FONTAINE
"Holiday"

HENRY FONDA
"The Ox-Bow Incident"

LILLI PALMER
"Quality Theatre"

JAMES MASON
"The Man Between"

A Pioneering New TV

A CONSTANT FLOW OF
OF 'HALL OF FAME'

Here's a totally new concept in TV station programming . . . that marks an important new pioneering step forward.

It's the new program service plan of NTA's FAMOUS FILMS, which offers quality programming on a *subscription* basis.

Goodbye, the painful choice of hit-or-miss, show-by-show station programming. Hello, the assurance of *proven* programming . . . by franchise.

It solves stations' program needs for years to come . . . with magnificent feature films . . . top-quality half-hour shows . . . great fifteen-minute programs . . . and famous cartoons and short subjects.

All in all, over 1,000 hours of 'Hall of Fame' programming, produced by such

FABULOUS FEATURE FILMS

from such outstanding producers as:

20th Century-Fox
David O. Selznick
J. Arthur Rank
Sir Alexander Korda

...and constantly renewed from

GENE TIERNEY
"Dragonwyck"

TYRONE POWER
"The Black Swan"

INGRID BERGMAN
"Intermezzo"

ROBERT YOUNG
"Western Union"

LORETTA YOUNG
"The Farmer's Daughter"

REX HARRISON
"The Foxes of Harrow"

Program Service Offering...

ALMOST 1,000 HOURS TV PROGRAMMING

distinguished creators of top-flight entertainment as . . . 20th Century-Fox, David O. Selznick, J. Arthur Rank, Hal Roach . . . with Desilu and other big ones coming up!

And it's constantly replenished from NTA's *future* programming library . . . giving you a lien on this great new programming in the years ahead! What's more, it comes to you at a substantial saving in your present TV program costs!

Quality? Yes! Assurance of program flow for years to come? Yes, yes! At a significant saving, besides? A triple yes! That's NTA's pioneering new subscription program service plan—giving you *the most of the best for the least*—in NTA's FAMOUS FILMS-Programs for Television!

GREAT HALF-HOUR SHOWS

starring such top stars as:

Pat O'Brien — *Ida Lupino*
Joan Blondell — *Teresa Wright*
Boris Karloff — *Paul Lucas*

FAMOUS CARTOONS AND SHORT SUBJECTS

Including the following, many of them Academy Award Winners: Little Lulu, Grantland Rice Sportlights, George Pal Puppetoons, "Speaking of Animals," "Unusual Occupations."

NTA's future program library!

Subscribe Today... at a Fixed Low Price... to

A FLEXIBLE PROGRAMMING SERVICE THAT SOLVES MOST OF YOUR TV NEEDS

Now you can become an NTA franchise-holder in your city through the subscription program service plan of NTA's FAMOUS FILMS.

At a remarkably low price, it flexibly meets most of your TV programming needs . . . with the ultimate in fine programming that is certain to garner very high ratings for *your* TV station. What's more . . .

PLAY THIS 'HALL OF FAME' PROGRAMMING AS OFTEN AS YOU WANT.

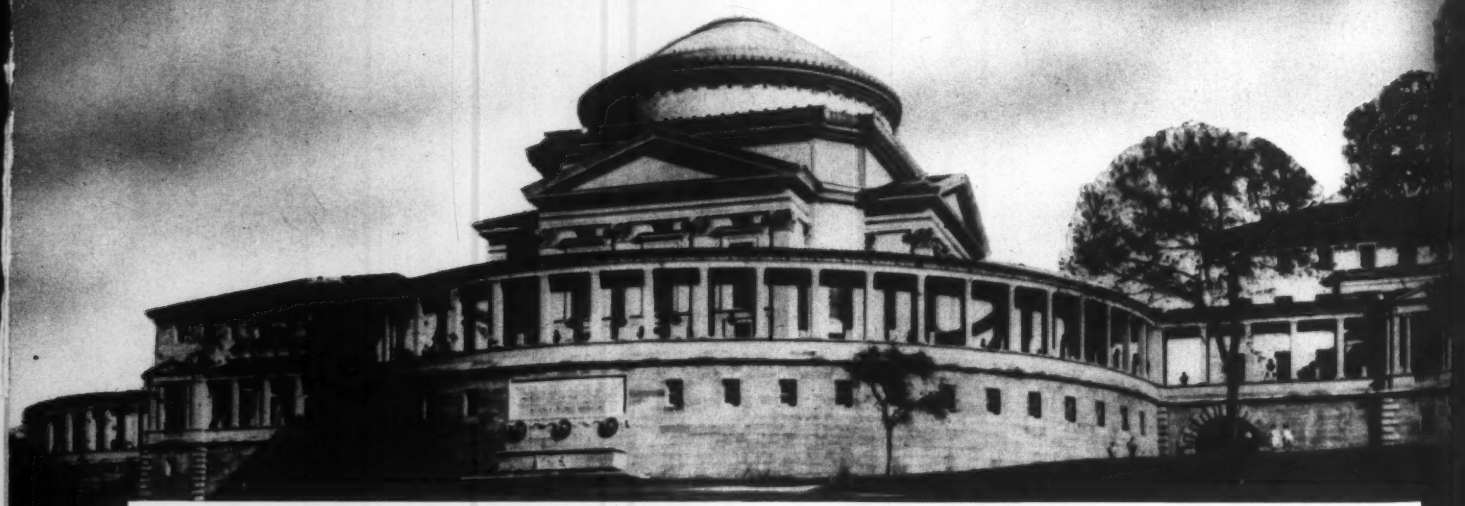
There are no limitations on the number of playing times—or the times at which they're played. It's a constant source of added revenue . . . that's always available for you to tap.

BACKED BY ALL OF NTA's MASSIVE PROMOTIONAL POWER!

All of NTA's strength and influence are behind you to the Nth degree . . . providing you with unending new resources . . . in promotional aids you need for maximum returns and profits!

So start today . . . with NTA . . . to subscribe to its new FAMOUS FILMS. It means prestige for you in top-calibre 'Hall of Fame' programming. Assurance of program supply for years to come. And *profits* as well as substantial savings, amounting to many thousands of dollars.

Who could ask for anything more . . . than to get in on the ground floor?



For the full story, phone, wire or write:

NTA's FAMOUS FILMS

—Programs for Television

New York:
10 Columbus Circle, New York, N. Y.
JUdson 2-7300

Los Angeles:
8721 Sunset Blvd., Hollywood, Calif.
OLympia 2-7222

Photographs, courtesy of New York University, home of the world-famous Hall of Fame

Tornado Backlash

EDITOR:

Your story in the Dec. 23 issue concerning the Mt. Vernon, Ill., tornado and containing claims made by KMOX St. Louis, was inaccurate and incomplete.

Contrary to the claims made in this story the stricken area relied on WCNT Centralia, Ill., for emergency information after WMIX [Mt. Vernon, Ill.] was knocked off the air. This was determined by us as a point of interest after the disaster.

The station that "leaped into the breach" was WCNT Centralia, which immediately sent its mobile unit into the stricken community and stayed on the air many hours past its normal sign-off covering the disaster.

The claim made in your story that KMOX had "the only direct reports from the stricken town" is probably good station promotion but far from the actual truth.

WMIX and the city of Mt. Vernon appreciate all the assistance it received no matter what the source. Stations throughout southern Illinois as well as several St. Louis stations did a fine job reporting the event. But let's distinguish between routine news coverage and real vital public service. All the rest covered the news, but only WCNT Centralia provided real disaster service for the majority of the people of the city of Mt. Vernon after WMIX was forced off the air.

Raymond J. Cheney
General Manager
WMIX Mt. Vernon, Ill.

[EDITOR'S NOTE: Mr. Cheney fails to point out that this publication the following week (DATELINES, Dec. 30, 1957) set the record straight by printing a story, equally prominent to that in the Dec. 23 issue, giving WCNT full credit for its emergency service and coverage and its cooperation with WMIX, based on information furnished by Mr. Cheney. It might also be noted that the information for the original story in the Dec. 23 issue, which omitted WCNT's part in the disaster, was furnished by KMOX the next day near deadline while telephone service was still undependable in the stricken area and this magazine's staffers were unable to reach sources they ordinarily would check.]

The Show's the Thing

EDITOR:

It's encouraging to read in BROADCASTING each week that radio men report a great resurgence of their medium; at least they're restoring their faith in their own industry. In my opinion, radio never "died"; in some instances it was "killed" temporarily by men of small faith and management that forgot sound programming principles.

The show is and always has been the thing. Recent years have seen too much copycat programming. . . . Too much program planning is done by the radio "jack of all trades," instead of specialists in programming. How stupid to read "help wanted" ads for program directors who must have good air voices, first class license, and, oh yes, do some selling in between!

Program planning and production is a specialized business, based on experience, highly developed creative imagination, common sense judgment and that too often overlooked or minimized quality of knowing how to handle people. Our finest radio and television producers and planners were never performers, but top showmen, steeped in the tradition and knowledge of the basics of good programmanship.

Strong management, real selling and programming geared to the station's place in the community, and not to a formula, will insure radio's continuing upward spiral of success.

Thomas J. MacWilliams, Tv Dir.
Smith, Taylor & Jenkins Inc. Adv.
Pittsburgh, Pa.

Roving Camera

EDITOR:

This is an open letter to tv producers of the bowl games and parades.

Every year during the football season most of you fellows irritate a few million viewers at half time by taking them away from the field just when the band show goes on. . . . To those producers who do not pull away from the field and to those sponsors who use phantom commercials, our thanks and appreciation. But to those who use that time to show the faces of a couple of people, generally an announcer and a politician, in a conversation reviewing what we have just seen, we have strong criticism.

. . . And just one more tip. Nothing bothers band people more than to have the camera pan away from a 100-piece band, which has spent many hours perfecting a difficult half time show, and . . . pick up some little freezing drum majorette, who cannot twirl (though she can wiggle) and hold the camera on her. . . .

Don McGee
Past National Commander
All American Drum & Bugle Corps. & Band Assn.
San Francisco

Have Travel, Want Experts

EDITOR:

. . . The International Telecommunication Union . . . plans . . . in 1958 . . . for a team of two experts to carry out a general study of the state of telecommunications in Asia and the Far East, as well as an overall review of telecommunication requirements in the countries concerned. The mission is expected to last six months but the mission of one of the experts may be extended to cover a whole year . . . and should begin . . . in April 1958 at the latest. While Bangkok has been suggested as headquarters, the experts will be required to travel and visit the countries covered by the Economic Commission for Asia and the Far East (ECAFE). The annual salary will be between $7,300 and $8,750, according to the qualifications and experience of the experts. Each expert also will receive the subsistence allowance provided in the UN Regulations. . . . Any candidates nominated must be in good health. . . .

Any person interested in this project should get in touch with Mr. Francis Colt de Wolf, Chief, Telecommunications Div., Dept. of State, Washington 25, D. C.

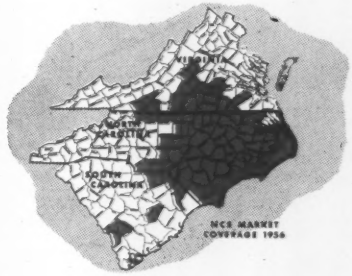
Francis Colt de Wolf, Chief
Telecommunications Div.
Dept. of State
Washington

Personalities* Make WPTF A Better Buy than Ever!

*"B.J." JACKSON *JIM REID
*JIMMY CAPPS *PHIL ELLIS
*HARRIET PRESSLY
*TED DANIEL *ANN SELTMAN
*EARL HOSTETLER

Hitch your campaign to a WPTF personality and watch sales zoom. They are household names in 84 counties . . . yes 84 . . . where WPTF reaches over 50% of all radio homes.

In Raleigh-Durham, Wilson, Rocky Mount or Fayetteville. In Chapel Hill, Greenville, Danville, Va., or Dillon, S. C. . . . WPTF personalities are a first class passage to happy selling.



WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngstead, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Reservations are pouring in.
Is your station
represented?

Pop Music and

March 7-8-9, 1958

The Panel Discussions *(A partial list)*

"What the Deejay Can Do For the National Advertiser at the Local Level"
"Increasing Income and Prestige Through Related Outside Activities"
"Are Today's Radio Rating Services Obsolete?"
"How to Run Profitable and Successful Record Hops"
"The Ingredients for Today's 'Formula' Radio"
"Is Rock and Roll a Bad Influence on Teenagers?"
"The Record Artist's Obligation to the Nation's Youth"
"What the Time-Buyer Looks For in Buying a Market"
"The Program Director: Friend or Foe?"

The Panelists *(A partial list of distinguished guest panel-members)*

ARTHUR MCCOY
V.P., John Blair & Co.

HAROLD KRELSTEIN
V.P., The Plough Stations

ADAM YOUNG
President, Adam Young Inc.

DAVE SEGAL
President, Mid-America Broadcasting Co.

GORDON MCLENDON
President, The McLendon Stations

FRANK STISSER
President, C. E. Hooper Co.

DR. SIDNEY ROSLOW, *President, Pulse, Inc.*

The Personalities *(A partial list of the hundreds of top disc jockeys who will attend)*

MARTIN BLOCK
AL COLLINS
DON BELL
BILL ARMSTRONG
EDDIE CLARKE
NORM WAIN
RUSS HALL
HOWARD MILLER
IRA COOK
ROBIN SEYMOUR
PETER TRIPP
TOM EDWARDS
RAY HUTCHINSON
ED BONNER
JAY MICHAEL
JACK LACY
PAUL BERLIN
"COFFEEHEAD" LARSEN
BOB COOPER

The Storz Stations
cordially invite your attendance and participation in the first annual

Disc Jockey Convention Programming Seminar

Muelebach Hotel, Kansas City

NO COST TO YOU FOR ANY OF THE FUNCTIONS

. . . including Saturday night's banquet, and the talent-packed "All-Star Show" which follows immediately. These are completely under-written by America's leading record companies. **Thus, your expenditures will be limited to transportation and hotel accommodations.**

ARRIVE SATURDAY, IF YOU PREFER

You're welcome to the Friday cocktail party, but the business sessions don't start until Saturday, so you can come in Saturday morning, and not miss any of the business sessions. **Also, the 1 p.m. Sunday adjournment means you can be comfortably back at your microphones Monday.**

REGISTRATION IS GRATIS . . .
and is open to all

- Disc Jockeys
- Program Directors
- Record Industry Management Personnel
- Broadcasting Industry Management Personnel

A service-to-the-industry of the

Storz Stations

WDGY, Minneapolis-St. Paul
WHB, Kansas City
WTIX, New Orleans
WQAM, Miami

Todd Storz, *President*
Home Office: *Omaha, Nebraska*

Rush **this registration form to**

Bill Stewart, The Storz Stations
820 Kilpatrick Building, Omaha, Nebraska
You will receive your confirmed reservation directly from the hotel. Remaining accommodations are limited, so immediate action is vital.

YOUR NAME _____

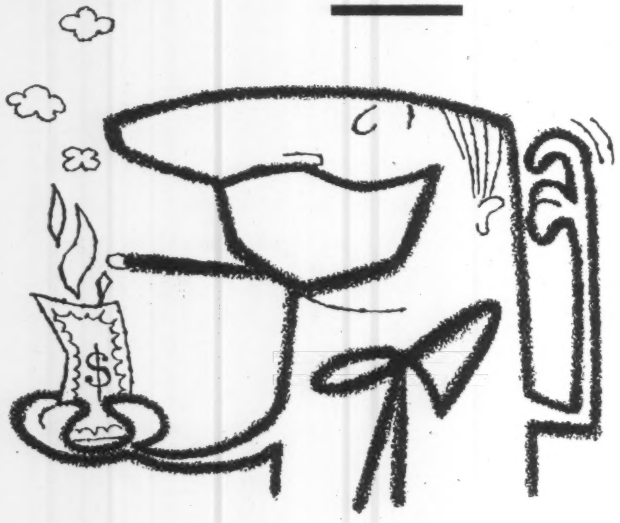
ADDRESS _____

STATION OR COMPANY AFFILIATION _____

TYPE OF ROOM _____

ARRIVAL DATE _____

MORE for YOUR money!



SIX OF THE TOP TEN 5-TIME-A-WEEK SHOWS BELONG TO K-NUZ

Put your product in K-NUZ top-rated time periods for sure-fire sales at the LOWEST COST PER THOUSAND!

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

No. 1 Buy in HOUSTON

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.— New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.— Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

DUPONT SHOW OF THE MONTH

The excitement and immediacy of live television—abetted by perhaps the most remarkable casting job ever accomplished for one production—literally "lit up the sky" last Tuesday in the *DuPont Show of the Month* production of "The Bridge of San Luis Rey."

Thornton Wilder's Pulitzer-prize winning novel is a challenge to dramatization. It is a short and simply written book, and its central theme is a philosophical essay on the meaning of love in its varied forms. Producer David Susskind and associates dove in head first; they came up smelling like a rose.

Distinguished theatrical talent electrified the production. As the Marquesa de Montemayor, Judith Anderson made the lonely, drunken old woman an intense personality, living and real, for the 90 minute life of the production. Viveca Lindfors gave a memorable performance as La Perichole, the actress, and in a scene they shared, she and Miss Anderson created a vivid television memory. Each performance was a creation in itself, yet implemented by fine directing, they blended into a tight dramatic unit.

Excellent camerawork intensified the elements of true drama: a gesture, a tapping foot, the movement of a fan or a body turning, the expression of eyes or mouth—all were caught and permitted to tell their part of the story.

As for production, surely this must have been one of television's most demanding efforts; a huge number of sets were handled with expert ease; loving care was lavished on costumes and makeup.

There were some "howevers" about the production. In spite of the expertness of the adaptation, the *sine qua non* of the program itself may be questioned: does the Wilder novel truly lend itself to the dramatic form? It is a philosophical novel in intent, and while its characterizations are dramatic in themselves, the action of the story is not central in purpose. This, perhaps, was behind the somewhat slow pace, although the tempo picked up considerably after a hesitant beginning. Too, in the transition from novel to television, Wilder's ironic humor got lost, leaving the play lacking in a dimension that the novel possessed.

Nonetheless, with the decision made and the program done, the "howevers" are drowned out in a chorus of magnificats.

To say that television succeeds most when it is most like living theatre would be unfair to the potential of the medium. But when the excitement and talent of good theatre are fused with the scope and talent of television, then viewing becomes a memorable experience. That was what happened for 90 minutes last Tuesday night.

Production costs: $100,000.
Sponsored by the DuPont Co. through BBDO on CBS-TV Tues. Jan. 21, 9:30-11 p.m. live from New York.
Producer: David Susskind for Talent Assoc. Ltd.; director: Robert Mulligan; adapted for television by Ludi Clair; assoc. producer: Michael Abbott; production super-

HERE- Take Our PULSE!

STRONG and STEADY 24 HOURS A DAY

The Healthiest Ratings in Omaha...

HOOPER	PULSE	TRENDEX
Nov.-Dec. 1957	Nov. 1957	Dec. 1957
8 A.M.-10 P.M.	8 A.M.-6 P.M.	8 A.M.-6 P.M.
43.2 share	**23.0 share**	**40.8 share**

All Put KOIL in the Winners' Circle!

KOIL

Avery-Knodel Rep.

A Vital Force in Selling Today's Omaha

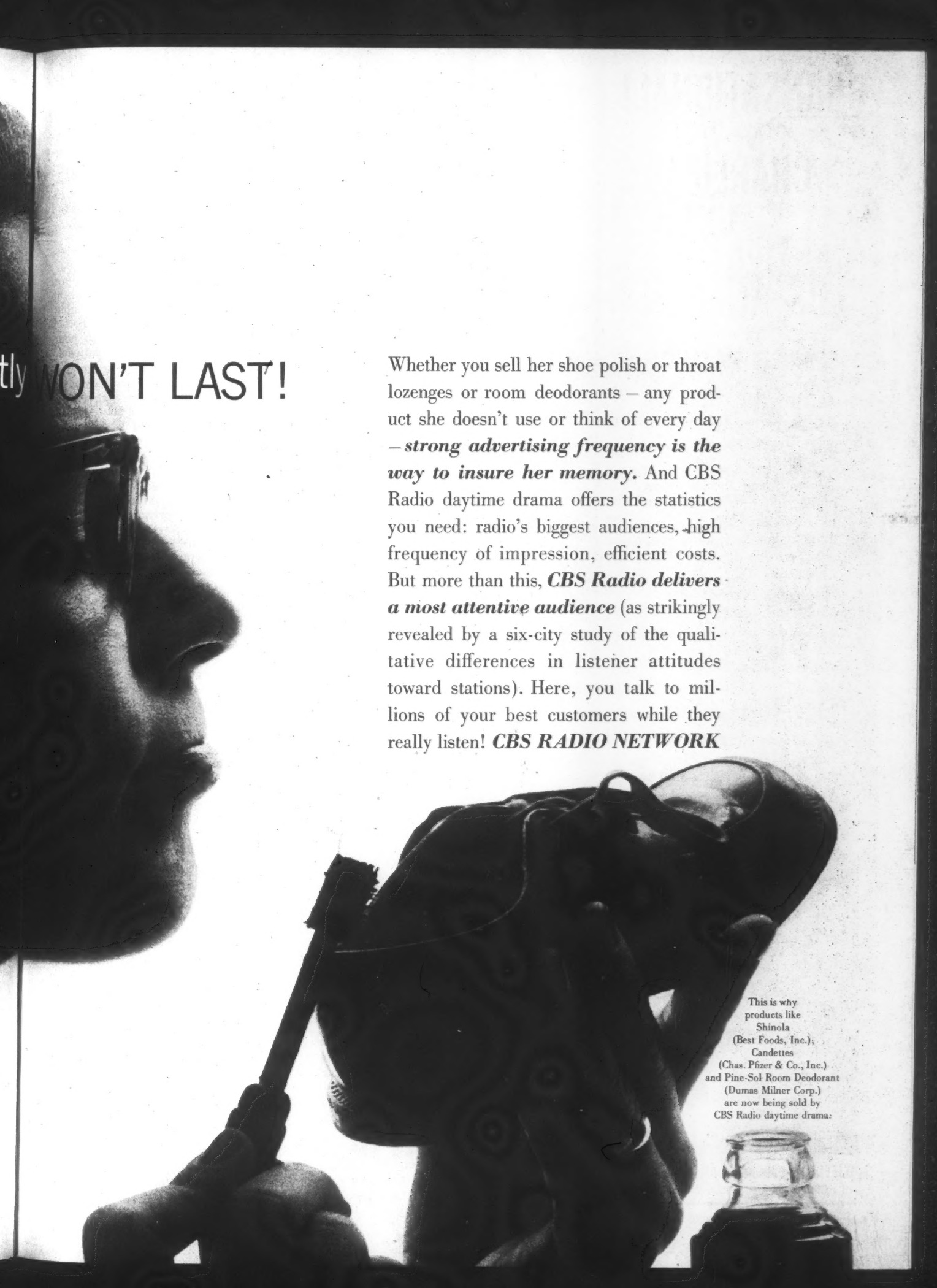
with more than twice as many listeners as any other station

DON W. BURDEN, President

With her memory–
once over lightly

tly WON'T LAST!

Whether you sell her shoe polish or throat lozenges or room deodorants – any product she doesn't use or think of every day – ***strong advertising frequency is the way to insure her memory.*** And CBS Radio daytime drama offers the statistics you need: radio's biggest audiences, high frequency of impression, efficient costs. But more than this, ***CBS Radio delivers a most attentive audience*** (as strikingly revealed by a six-city study of the qualitative differences in listener attitudes toward stations). Here, you talk to millions of your best customers while they really listen! ***CBS RADIO NETWORK***



This is why products like Shinola (Best Foods, Inc.), Candettes (Chas. Pfizer & Co., Inc.) and Pine-Sol Room Deodorant (Dumas Milner Corp.) are now being sold by CBS Radio daytime drama.

CHANSATIONAL! NEW CHARLIE CHAN CAPTIVATES LOS ANGELES!

SMASH RATINGS

all over the country! NEW CHARLIE CHAN improves ratings, betters time periods everywhere!

In Los Angeles, on KRCA it has improved the Saturday night 7:00-7:30 time period by more than 92%, with a 22.1% share of audience in this 7 station market. (Pulse 11/57).

George Burke of KRCA states, unsolicited, **"Needn't tell you how well the program is progressing. Clients most happy with it."**

Captures the big share of audiences in Chicago, Atlanta, Philadelphia, Baltimore, Columbus, Detroit, New Orleans, Pittsburgh, Dallas-Ft. Worth and in key market after market!

FOR THE TV HIT OF THE SEASON, CALL

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

visor: Murray Susskind; scenic designer: Bob Wade; costumes: Sal Anthony.
Cast: Judith Anderson, Eva Le Gallienne, Viveca Lindfors, Hume Cronyn, Rita Gam, Kurt Kasner, Peter Cookson, Steve Hill, Theodore Bikel.

TWENTIETH CENTURY

At this very moment, the U. S. criminal population—that segment behind bars, at any rate—numbers 188,000. A substantial number of them will be released or paroled this year, but the fact remains that of every 10 prisoners turned loose, 6 will go back to serve additional sentences.

Thus the question: Does prison confinement necessarily lead to rehabilitation, and if not, what does? On CBS-TV's *The Twentieth Century* last night (Sunday), the question was answered most dramatically by the people most concerned with criminal rehabilitation: the criminals themselves.

It was a startling departure in photojournalism. This was not the face of crime one expected. There were no stock shots of whatever passes for crime on the *Late Late Show*. Rather, it was a quiet look into the mind of the criminal.

The crux of the matter was stated by Austin H. McCormick, professor of criminology, U. of Calif., who noted that while high prison walls might be reassuring to the public, they were no guarantee against repetition of offenses.

Producer-writer-director Steve Fleischman wisely did not fall back on the old comparison technique of showing the worst and best in U. S. prisons; he merely allowed the cameras to roam through the best. Apparently the state of New Jersey has made rapid strides towards criminal reform in its two institutions, the State Diagnostic Center at Menlo Park and the reformatory for males at Bordentown.

At the former, convicted criminals are subjected to thorough psychiatric observations. Most gripping scene of the Menlo Park segment: psychiatrist Dr. Ralph Brancale leading a drugged juvenile delinquent into believing himself to be conducting a hold-up; at the crucial point, the boy "chickens" out and the psychiatrist knows half his battle is won. At the reformatory, convicts, at first sullen, aggressive and in many cases, incorrigible, purged themselves openly in what prison officials call "group psychotherapy"—long bull-sessions between prisoners in which all have a chance to talk freely. New Jersey penologists believe that when a criminal himself can recognize what made him go wrong, he has taken the first major step towards parole. The challenge implicit in the whole program was hurled at the viewer by one prisoner, due for parole at the time this program was seen: "Try to understand us . . . if there is no understanding, you might as well not release us. . . ."

Production costs: Approximately $55,000. Sponsored by the Prudential Insurance Co. of America through Reach, McClinton & Co. on CBS-TV, 6-7 p.m., Sun., Jan. 26. Producer-writer-director: Stephen Fleischman; narrator: Walter Cronkite; photography director: Arthur Ornitz; film editor: Lora Hays; research: Lenore Shatton; production manager: Bert Rubin; asst. director: Jack Aichele; sound: Morgan Smith; asst. film editor: Lucy Sabsay.

MD INTERNATIONAL

NBC-TV's late and lamented *Medic* program—which from time to time came up with some profound tearjerkers—has nothing on the latest of Smith, Kline & French Labs' *March of Medicine* series, an hour-long color film entitled "MD International."

This program, aired last Thursday evening, was in the making for well over five months. It showed it. Lovingly put together by producer David Lowe and shot with the entire world as its soundstage, "MD International" may well be the most profoundly moving television program of this or any other past year.

The "hero" of the program is the American doctor who has sacrificed both comfort and Cadillac for the privations offered by the world's most backward areas to stand by the bedside of the world, or in the words of writer Lou Hazam, "to lift the burden of pain off the backside of the family of man."

It was not a pretty sight—this hop, skip and jump excursion to Pusan, Korea, Hong Kong, Sarawak, Rangoon and wherever else the blessings of modern science have yet to make themselves felt—nor was it meant to be. Viewers may well have blanched (or covered their eyes) as the camera took in glimpses of advanced leprosy, or peered deep into empty eye sockets or peeked in on a heart-valve operation.

Pretty or not, many of those who saw it must have felt a lump of humility in their throats as an American doctor spoke of his happiness in being able to restore the sight of India's blind "untouchables," or as one of his professional colleagues helped a Burmese lad find his missing "leg" after ten years.

One is told that there was no "glamor" involved in making this film, that cameraman, writer and producer lived on the same primitive level as their subjects. Perhaps this is what made this film such an excellent document—the fact that by living among their "cast of characters," the men behind the camera received the kind of insight that money just can't buy back home in the network control booth.

Production costs: Approximately $110,000. Sponsored by Smith, Kline & French (in Association with the American Medical Assn.) through Doremus, Eshelman Co. on NBC-TV Jan. 23, 10-11 p.m. in color and black-and-white.
Producer-director: David Lowe; writer: Lou Hazam; assoc. producer: Myron Oppenheimer; film editor: John McManus.
Narrated by Alexander Scourby and Norman Rose, with an introduction by Vice-President Richard M. Nixon.

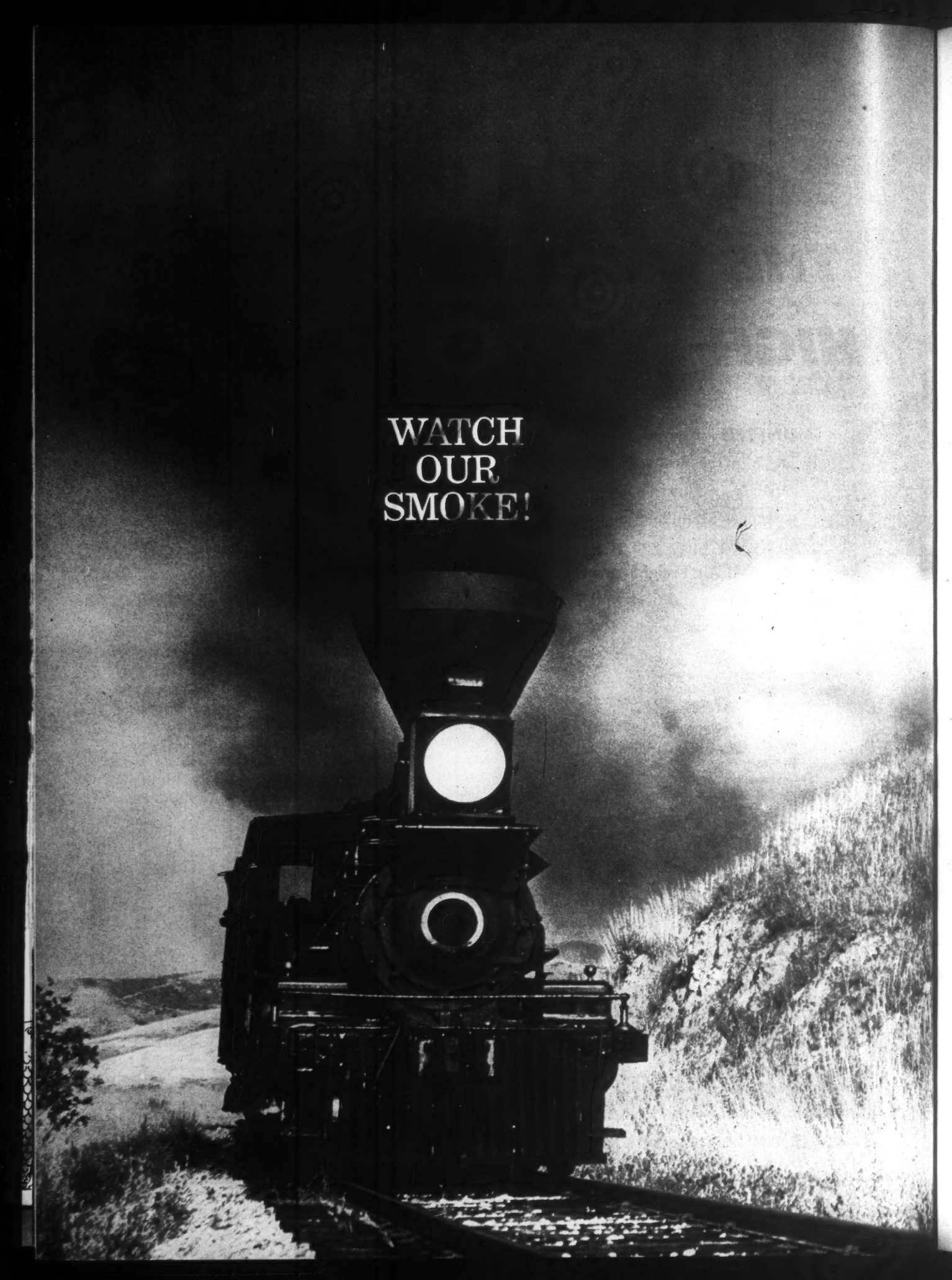
SHIP VIA UNITED— THE WORLD'S LARGEST HIGH-SPEED CARGO LIFT

UNITED offers you the world's largest 365-m.p.h. cargo lift, because every DC-7 in the fleet carries 9000 pounds of air freight. Add to this the hefty capacity of United's DC-6A Cargoliners plus the extra cargo space on *every* passenger Mainliner® and you have the most flexible air freight service available. And when you ship United, you take advantage of such features as Reserved Air Freight (guaranteed space), direct airways to 80 cities, door-to-door service and fleet-wide radar dependability. Also, you enjoy the close cooperation that's a matter of pride with United, where extra care is basic policy.

For service, information or free Air Freight booklet, call the nearest United Air Lines Representative, or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Ill.

UNITED AIR LINES ®

IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR LINE


WATCH
OUR
SMOKE!

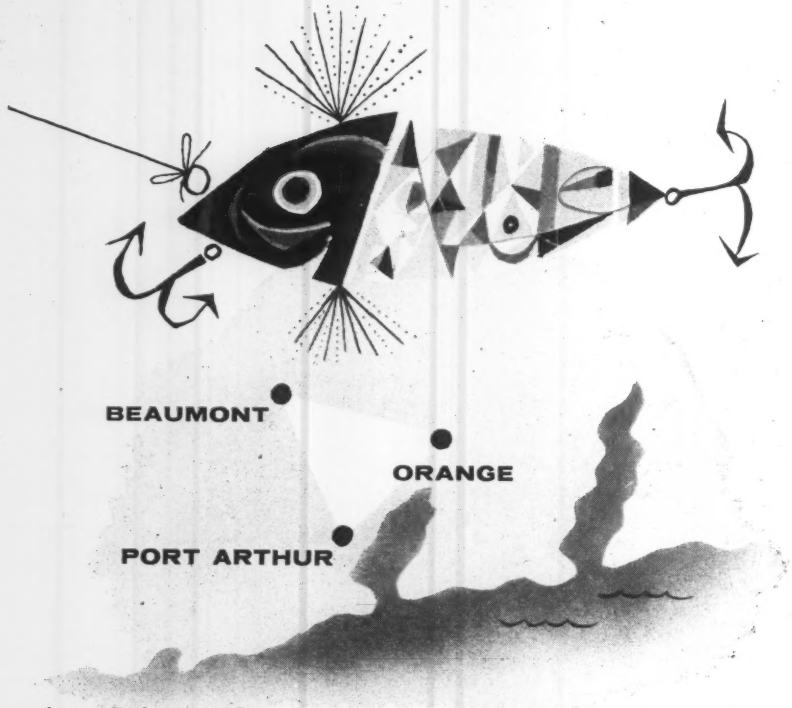
THE SILENT SERVICE, our submarine series, has made such a whale of a splash that 39 additional half-hours are already on the ways.

BOOTS AND SADDLES—The Story of the Fifth Cavalry, our U. S. Army-Arizona Frontier series, is riding high.

And now we're going places by rail—with UNION PACIFIC, our new Engines-and-Injuns series about the railroad's dramatic push through the West. You *know* it's on the right track!

CNP

NBC TELEVISION FILMS – A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.



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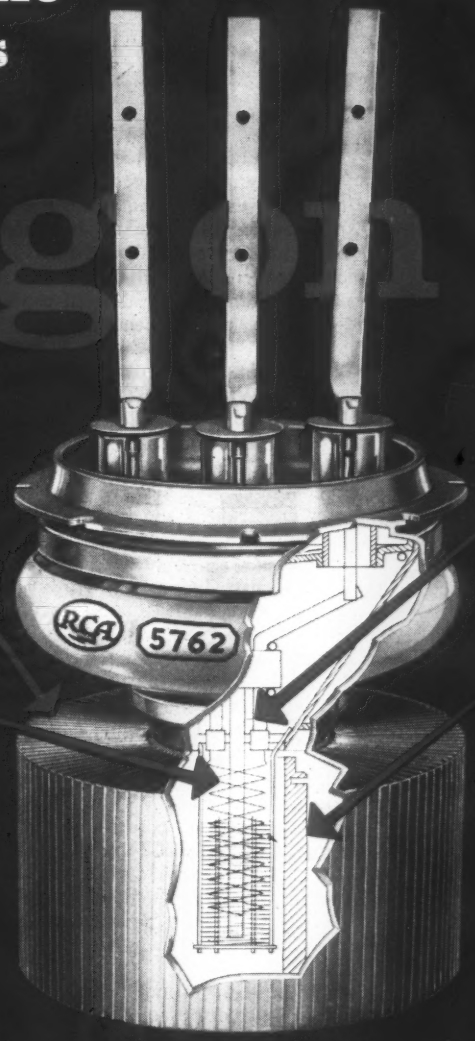

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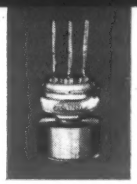

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OUR RESPECTS

to John Flint Dille Jr.

"I'm glad to be in all three of the major mass media, and am convinced they can be more complementary than conflicting," John Dille confesses, with an eye for the truth—in this case the Truth Publishing Co. and its broadcast properties.

Broadcasting (radio and tv) has entered a phase of "relative maturity and stability," he adds, but it wasn't always thus. As a newspaperman who followed in his late father's footsteps, Mr. Dille cites radio's once-presumed threat to newspapers and how the aural medium itself survived tv to make a strong comeback. And television has emerged as a "dynamic, businesslike, hard-hitting medium after a thorough shakedown cruise."

As president of the Truth broadcast properties (WTRC-AM-FM and WSJV [TV] Elkhart and WKJG-AM-TV Fort Wayne, Ind.), and editor-publisher of the *Elkhart Truth,* he apparently has found all media compatible, harking back to his early ambitions in communications. A native Chicagoan (born Nov. 14, 1913), John Flint Dille Jr. was graduated from Evanston (Ill.) Township High School in 1931 and attended the U. of Chicago, U. of Oklahoma and Northwestern U. At Chicago he majored in business and social sciences, receiving a B.A. degree and (in 1956) an M.A., specializing in communications.

As far back as he can remember, he wanted to get into mass media, Mr. Dille recalls. His first job was editing and sales promotion work for the National Newspaper Syndicate, which his father (John F. Dille Sr.) founded. Save for four years of Navy service (1942-46, serving in the American and Pacific theatres and leaving as a lieutenant commander), he has been associated with National 17 years, starting in 1935, editing and developing new features, negotiating with artists and authors and handling sales and administrative duties. By 1947 he had become a vice president and director (and still retains those positions).

Mr. Dille was offered an interest in the Truth Publishing Co., effective June 1, 1952, and was appointed vice president, director and general manager of the daily *Elkhart Truth* and of WTRC. He was elected president of the corporation Jan. 1, 1953, and supervised construction of WSJV, which began operation in March 1954. Two years later WTRC-AM-FM was split into a separate corporation (Truth Radio Corp.), with Mr. Dille as president. In April 1957 Truth Publishing Co. acquired controlling interest of WKJG-AM-TV for an estimated $1.6 million net and set up WKJG Inc., of which he was named president. The publishing firm has applied for ch. 2 in Terre Haute, with an FCC hearing set for March 31.

Vested with operational responsibility for the Truth broadcasting properties, Mr. Dille is not disposed to minimize the problems involved, particularly those of the "uhf islands" in the South Bend-Elkhart and Fort Wayne markets. WKJG-TV (ch. 33) has been "extraordinarily successful," he feels, and WSJV, Truth's original television property, has been gaining advertising recognition, though it hasn't come easily, he acknowledges. "The best evidence of our unflagging faith is our recent additional major capital investment in a brand new tower and transmitter, coupled with a movement to a much lower uhf channel" (from 52 to 28 this weekend) for WSJV.

Mr. Dille defines his corporate philosophy as primarily that of getting "a team of executives vitally interested in the mass media, who must have the qualities of understanding human values and a sense of humor." Working under Mr. Dille are Paul C. Brines, general manager of WTRC-AM-FM and WSJV Elkhart; Edward G. Thoms, general manager of WKJG-AM-TV, Fort Wayne, and John A. Scott, administrative officer of Truth Publishing Co., all vice presidents. Truth owns 60% of WKJG-AM-TV and wholly owns the South Bend-Elkhart properties; Mr. Dille is largest single stockholder of Truth Publishing, with 45%.

Mr. Dille is a past member of the AP Managing Editors Assn.'s domestic and foreign news committees and presently serves on its new trends group. He also is working on Sigma Delta Chi's 50th anniversary committee for drafting a code of ethics. He belongs to the American Society of Newspaper Editors and is past president of the Elkhart Chamber of Commerce and director of the Rotary Club and YMCA. He also holds membership in Alpha Delta Phi, along with Young Presidents' Organization and Presidents' Council, St. Mary's College, Notre Dame, Ind. (he's an Episcopalian and past vestryman). He also is a member of the national council of the National Planning Assn.

An enthusiast for curling, Mr. Dille also plays golf but says his main hobby is "to see how much of a dent I can make in all the reading material which keeps piling up." He and Mrs. Dille (the former Jayne Paulman) have two children, John Flint III, 16, a junior at Lake Forest Academy, and Joanne, 9.

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Henry Clay, *Executive Vice President*
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 4 JANUARY 27, 1958

A MESSY PROBE GROWS MESSIER

- **House staff chief charges skulduggery at the FCC**
- **Doerfer faces investigating subcommittee this week**

The FCC took it on the chin last week.

The blows came in rapid succession. First a Drew Pearson column charging skulduggery was behind a contested Miami ch. 10 grant [AT DEADLINE, Jan. 20]. Then another Pearson column charging Chairman John Doerfer with accepting expenses and favors from the industry. Then, Thursday, came the haymaker: a "leak" to the *New York Times* of a confidential House subcommittee staff report charging the FCC and its members on counts ranging from general malfeasance to deliberate breaking of the law.

And the end is not in sight. Sources indicate that still other charges against the FCC are in preparation by Congressional investigators: specifically, charges of "tremendous pressures" involved in FCC decisions in Miami, Boston and Indianapolis.

At week's end both the Commission and those around it were still groggy from the punches.

And this week . . .

Chairman John C. Doerfer will testify Wednesday on "general" Commission problems before the House Legislative Oversight Subcommittee. Facing Mr. Doerfer will be Dr. Bernard Schwartz, the subcommittee's chief counsel and author of a formerly top secret memorandum charging, without naming names, that several of the commissioners have been guilty of malfeasance in office.

Dr. Schwartz's confidential report, in the form of suggested matters to be taken up by the subcommittee, was widely quoted last week in several papers and by the press associations. These wide "leaks" resulted in a 5½ hour meeting last Thursday by the subcommittee, interrupted only by House roll calls and a hurried consultation between three members of the committee and the House boss himself, Speaker Sam Rayburn (D-Tex.).

Following the meeting, Rep. Oren Harris (D-Ark.), chairman of the parent House Commerce Committee, and Rep. Morgan Moulder (D-Mo.), chairman of the subcommittee, told a news conference the Schwartz memorandum would not be released generally in spite of the leaks.

At the FCC, an outward calm was maintained in the face of the charges while Mr. Doerfer issued a statement labeling the report "inaccurate and misleading."

Rep. Moulder said that, since details of the staff memorandum had been published, the general opinion of the nine-member committee was that the report should be officially released. However, he said, since the committee had not fully evaluated the "serious" allegations made by Dr. Schwartz, an official release might be construed as approval of the charges.

The subcommittee said it "recognizes its very responsible role in early and orderly study of such material and its duty to afford any person whose record or conduct is involved his full rights and an appropriate opportunity to challenge the accuracy of such charges in hearings at the earliest practical date."

Dr. Schwartz was conspicuous in his absence from Thursday's meeting, although Rep. Moulder denied there was any "significance" to this fact. He said it was a meeting of the committee only, with all nine members present and no staff members invited to attend. Also present were Rep. Harris and Rep. Charles A. Wolverton (R-N. J.), ranking minority member of the parent Commerce Committee.

At the Thursday evening news conference, Reps. Harris and Moulder were questioned at length on Dr. Schwartz' continued service with the committee. One newsman asked point-blank if Dr. Schwartz still was the committee's chief counsel. Rep. Moulder replied that he is and that the question of dismissing him was not mentioned.

Rep. Harris was asked if he still had "faith and confidence" in the chief counsel. The congressman replied that he has been shown nothing which would cause him to discredit Dr. Schwartz' integrity and ability.

These three questions were put to Dr. Schwartz at his home Thursday night:

Q. "Did you supply members of the press with your confidential memorandum?"

A. "I can't say. . . . I can't answer that type question to the press."

Q. "Do you know who was responsible for the leak?"

A. "No."

Q. "Do you plan to resign as chief counsel of the subcommittee?"

A. "I do not plan to resign. I shall participate in the hearings . . ." which the subcommittee begins today (Monday).

Rep. Harris said the question of where the leaks, or "plants" as described by one party, originated was discussed at "great length" during Thursday's meeting. Rep. Moulder said the committee plans "to make every diligent effort" to determine the informant or informants. He said if there is any indication a staff member had given out the memorandum, such information would be followed to the fullest extent.

Rep. Moulder was asked about a report that Dr. Schwartz had been "forced" on the committee. He denied this, stating the chief counsel had been unanimously ap-

THE SEVEN BEING FIRED UPON FROM AMBUSH

DOERFER FORD HYDE MACK BARTLEY LEE CRAVEN

proved by all members of the committee.

The subcommittee chairman also was asked if Speaker Rayburn had been consulted about the leaks. Evidently speaking strictly for himself, Rep. Moulder replied he had not. However, it is known that during one break in the meeting (it convened at 1 p.m. and finally broke up at 6:30 p.m.), Rep. Harris and Reps. John Bell Williams (D-Miss.) and John J. Flynt (D-Ga.) made a hurried trip to Mr. Rayburn's office for consultation. The meeting was a short one, but the three congressmen did see the speaker.

Rep. Harris, asked about reports that a "deal" had been made to "whitewash" the Oversight Subcommittee's investigation, said there is "no basis whatsoever" for the charge. "It is unalterably untrue," he said, in stressing that all charges before the committee will be followed through. He said he would prefer open hearings on such charges but the committee may vote to air them in executive sessions.

Rep. Moulder originally had wanted to tackle the FCC head-on but this plan was sidetracked two weeks ago by a 6-2 vote of the committee [GOVERNMENT, Jan. 20]. Voting with Rep. Moulder on the FCC investigation was Rep. John Moss (D-Calif.), another staunch supporter of Dr. Schwartz.

The FCC will not be questioned about the Schwartz memorandum at Wednesday's hearing, Rep. Moulder said, although the committee still plans a "thorough investigation of the charges." Asked what action the committee would follow Wednesday if Comr. Doerfer mentions the charges against himself and his colleagues, Rep. Moulder said "I just don't know."

Actually, it appears the Schwartz memorandum contains only some of the charges which may be thrown at the Commission. Baron Shacklette, the committee's chief investigator, and Oliver Eastland, his assistant, have spent approximately six weeks in Miami investigating the FCC's grant of ch. 10 there to National Airlines.

A source said "tremendous pressures" have been uncovered regarding the grant and that questions have been raised on the actions of all four commissioners who voted for National—then Chairman George C. McConnaughey, Mr. Doerfer, Robert E. Lee and Richard A. Mack.

One source close to the committee reported that several new "promising" leads have been turned up regarding the grant of ch. 5 in Boston to WHDH-*Herald Traveler* and this is believed to be the next target of Schwartz and company. Also due for close scrutiny—the ch. 13 Indianapolis grant to Crosley (WLWI [TV]).

The subcommittee's hearings actually will begin today with James R. Durfee, chairman of the Civil Aeronautics Board, scheduled as the first witness. He will be followed by the Interstate Commerce Commission Monday afternoon, the Federal Trade Commission and Federal Power Commission on Tuesday, and the FCC and Securities & Exchange Commission on Wednesday. The hearing was called to "examine a few important areas of inquiry common to all" of the agencies.

Following the general hearings, the agencies will be called individually according to plans of the committee. "That's exactly what I intend to propose," Rep. Moulder said when asked if FCC members would be questioned about the Schwartz paper.

Text of the committee's statement refusing to release the Schwartz memorandum, released after last Thursday's meeting:

"It has come to the attention of the Subcommittee on Legislative Oversight that a confidential memorandum dated Jan. 4, 1958, prepared by Dr. Bernard Schwartz, chief counsel and staff director of the subcommittee, for the exclusive use and consideration of the members of the subcommittee, has been made public without authorization by the subcommittee, and is apparently in the hands of certain representatives of the press.

"The Subcommittee has observed that the purported text of the memorandum has been published substantially in certain newspapers and referred to in certain columns.

"The subcommittee has not authorized and does not authorize the release of the confidential memorandum, but in that it has been published emphasizes that it is a staff memorandum only. The subcommittee has not had adequate opportunity to either study or evaluate any of the material thus far reported by the staff director bearing upon the personal conduct of any member of the Federal Communications Commission or any other allegations affecting the actions of any member of the Federal Communications Commission.

"The subcommittee recognizes its very responsible role in early and orderly study of such material and its duty to afford any person whose record or conduct is involved his full rights and an appropriate opportunity to challenge the accuracy of such charges in hearings at the earliest practical date.

"The Legislative Oversight Subcommittee will continue its fully comprehensive investigation and study as directed by the House, including the matters referred to in the memorandum, but it does not propose to lend itself to any procedure which might improperly and unfairly reflect upon the character and reputation of any person or persons by issuance of staff memoranda for publication.

"The subcommittee has not concluded its investigation on many of these matters involved and will insist upon full evaluation of the evidence it now has or will obtain."

Report misleading, Doerfer says

FCC commissioners publicly maintained a calm reserve last Thursday in the face of the charges recited in the Schwartz memorandum. The only one to speak out in detail was Chairman John C. Doerfer.

Mr. Doerfer said:

"The report is inaccurate and misleading. There is a provision in the Communications Act which provides that a commissioner may accept a reasonable honorarium and compensation for delivering an address. This is Sec. 4b.

"A commissioner may, when expenses exceed the $9 or $12 [per diem], validly accept compensation for the excess.

"With respect to the Comptroller General's opinion, I have no way of knowing whether he was advised of Sec. 4b of the Communications Act."

Sec. 4b of the Communications Act reads as follows:

"Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; in any company owning stocks, bonds or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any provisions of this Act, nor own stocks, bonds or other securities of any corporation subject to any of the provisions of this Act. [Such commissioners shall not engage in any other business, vocation, profession, or employment; but this shall not apply to the presentation or delivery of publications or papers for which a reasonable honorarium or compensation may be accepted.] Any such commissioner serving as such after one year from the date of enactment of the Communications Act Amendments, 1952, shall not for a period of one year following the termination of his services as a commissioner represent any person before the Commission in a professional capacity, except that this restriction shall not apply to any commissioner who has served the full term for which he was appointed. Not more than four members of the Commission shall be members of the same political party."

Comr. Rosel H. Hyde declared:

"I hope my conduct is not going to be judged by this *ex parte* staff report. I am sure that no one who is conversant with the way I have carried out my duties is going to permit this to discredit my work."

Comr. Robert T. Bartley stated:

"I haven't read it yet so I can't comment."

Unofficial comments by commissioners and top staff officials labeled the "leak" of the report as a "surreptitious effort to embarrass us," according to one FCC officer; another declared that sections of the report paint an incomplete picture and in one part, obviously is the work of a "disgruntled" former employe.

The victims of a smear ..... *an editorial*

THERE is serious doubt that the Moulder Subcommittee is qualified to carry on its investigation of the FCC and other government agencies.

So far, the subcommittee has been unable to discipline itself or its staff. The result has been a series of news leaks—"plants" would be a better word—which have created the impression that (1) members of the FCC are incompetent, crooked and servile to the industries they regulate and (2) an energetic subcommittee staff is being cruelly suppressed in its patriotic desire to bring the culprits to justice.

All the news stories have been based on a confidential memorandum submitted to the subcommittee by Dr. Bernard Schwartz, chief counsel and staff director. The memorandum's recommendations were rejected by a 6-2 vote of the subcommittee a fortnight ago [GOVERNMENT, Jan. 20]. By that vote, the subcommittee decided to proceed with a general investigation of six agencies instead of opening its hearings with a probe of the alleged malpractices of the FCC.

It was after that subcommittee decision that the planting began, first in Drew Pearson's columns and later in the *New York Times* and other publications.

We don't pretend to know who has been the source.

If the subcommittee knows, it has yet to identify the source. After its all-afternoon discussion of the leak problem last Thursday it issued a statement which added nothing but confusion to a situation which was already confused.

The subcommittee's hearings begin this week. As far as we know, there has been no change in the plan to work first on general questions pertaining to all six agencies, a procedure that may take some time.

Meanwhile, what of the personal reputations of the members of the FCC? How long are they to stand indicted by a chief counsel's memorandum without a presentation of the evidence and without a chance to prepare and offer a defense?

At the moment, the Moulder Subcommittee is a party to a smear. It must either disavow its chief counsel and his memorandum or it must provide a prompt and proper hearing to the men whom he has accused.

Schwartz' Citations Of FCC Wrongdoing

The Schwartz memorandum starts with a listing of alleged peculations by unnamed commissioners, accuses members of the FCC of undue "fraternizing" with the industry they are bound to regulate and moves right into its main contention:

That the FCC is a quasi-judicial agency; that FCC commissioners are judges; that they must comport themselves as do their brethren on the bench—and that they have not done so.

The Moulder committee counsel charged that FCC commissioners have accepted gratuities from industry sources; that they have discussed cases with litgants; that they don't even write their own decisions.

Mr. Schwartz' memorandum, first published in the Jan. 23 issue of the *New York Times*, made these other points:

- The FCC has been inconsistent in its decisions in comparative tv hearing cases, benefitting big, multiple owners to the detriment of new, small entities.
- The Commission wrongfully has failed to exercise its responsibility in the antitrust field and in some cases has given licenses to applicants guilty of antitrust violations.
- The FCC has failed to consider the patent situation and has aided RCA to maintain and expand its dominance in patent licensing.
- The FCC has aided monopoly, citing the 1956 Press Wireless-Western Union case.

The offenses alleged by Mr. Schwartz boil down to these:

- Commissioners have had their travel and expenses paid for by industry, yet have submitted vouchers and been paid by the government.
- Wives of commissioners have had their expenses paid by industry.
- Commissioners have color tv receivers and other communications apparatus in their homes, and are supplied gratis with repair service.
- Commissioners have used government telephones to make personal calls.

It is following this listing of purported misconduct that Mr. Schwartz fired his number one charge:

"If any of the above mentioned practices were engaged in by a federal judge, there would be grave doubt as to that judge's fitness to continue in office. For a judge to receive favors from a litigant before him would be for him grossly to violate the canons of judicial ethics. Similarly, for a litigant to confer favors upon a judge would be for him to indulge in grave impropriety."

The memorandum went on to state that the staff has uncovered evidence which indicates that FCC members have discussed cases with litigants. Such "wholly improper" conduct "violates a basic principle of American administrative law," the memorandum declared, "that of so-called 'exclusiveness of the record' under which administrative decisions are to be based solely upon the public record in cases before the agency. It is also clearly contrary to the Federal Administrative Procedure Act as well as Sec. 409 (c) of the Communications Act, as amended in 1952."

[Sec. 409 (c) provides a barrier between examiners and other members of the Commission in hearing cases; and between the Commission and its staff upon determination of a hearing case.]

The document continued:

"The basic theory of administrative adjudication upon which the Congress acted in delegating adjudicatory authority to the Federal Communications Commission is that the agency decision be based only upon materials contained in the public record."

In a long discussion of the FCC's responsibility to establish criteria for hearing cases and their application, Mr. Schwartz baldly stated that there have been "disturbing inconsistencies."

The New York U. professor first listed the six standard issues usual in comparative tv hearings: (a) local ownership; (b) integration of ownership and management; (c) past performance; (d) broadcast experience; (e) proposed programming and policies; (f) diversification of the control of the media of mass communications.

An analysis of some 60 comparative tv hearing cases, Mr. Schwartz said has indicated "a most disturbing inconsistency.

"Such inconsistency has, in effect, enabled the Commissioners to act in individual cases on the basis more of whim and caprice than that of the application of settled law to the facts of the case.

"At times, in truth, the Commission appears to have made decisions which are diametrically opposed both to the standards which it itself has developed and to its own decisions in other contemporaneous cases."

Not only this, Dr. Schwartz said, but in recent years there has been a tendency on

COUNSEL SCHWARTZ

HIS 'SECRET' MEMO DID WELL IN PRINT

the part of the Commission "to modify" the weight given to the different standards.

The memorandum went on:

"Such modification has been in the direction of diminishing the importance of criteria such as local ownership, integration of ownership and management, and diversification of control of the media of mass communications (all of which tend to favor the small newcomer, without established broadcasting interests) and magnify the weight given to the criterion of broadcast experience (which tends to favor the large established company).

The report raised an eyebrow at the Commission's "quickie" grants, inaugurated several years ago, whereby two applicants merged, or one bowed out, being repaid his out-of-pocket expenses.

One of the most caustic sections of the report deals with what Dr. Schwartz called the "process of decision" within the FCC.

". . . The commissioners themselves do not hear the evidence at the hearing. They do hear oral argument, but even that has not been deemed an essential prerequisite for a commissioner to cast his vote in a case. They are not required to read the record. They do not write the opinions explaining their decisions. Indeed, the only concrete legal obligation imposed upon them is that of voting in the particular case. . . . For the experts chosen by the Congress themselves to delegate even the job of explaining their decision to others is to defeat the whole theory of agency expertise."

The Commission's Office of Opinions & Review writes the final decisions.

The Commission's responsibilities for checking into antitrust factors has been neglected, Dr. Schwartz claimed. The Commission has refused to consider possible antitrust violations, Dr. Schwartz stated, on the part of applicants before it on the ground that it cannot act unless a court has adjudicated the case. It also has, Mr. Schwartz stated, even granted applications to applicants found guilty of antitrust violations in fields outside of communications. Congress should look into this, the chief counsel recommends.

[FCC officials have consistently held during recent years that it cannot properly adjudicate antitrust charges; that such allegations are for the Justice Dept. to consider. It also has held that an antitrust conviction in areas outside of communications does not, of itself, disqualify an applicant.]

Dr. Schwartz also urged the Moulder committee to look into what he termed the tendency to favor bigness involved in transfer cases (sale of stations). About 25% of all tv stations have been acquired through purchase, he said, and because the 1952 McFarland amendments to the Communications Act prohibit a comparative hearing, approvals have become "a mere formality." He suggested that the committee might want to consider further legislation to give the FCC review power over sales.

Striking at what he termed the failure of the Commission to take into account possible misuse of patent monopolies, Dr. Schwartz related that during the past 20 years the FCC has "invariably failed" to move against alleged patent "offenses" of RCA. In television, Mr. Schwartz contended, the Commission adopted standards in 1945 which benefited the RCA, and again in 1953 in its adoption of color standards.

"The Commission acted in its 1953 proceeding without even a public hearing, even though both the Commission's own patent adviser and the antitrust division of the Dept. of Justice indicated to the Commission the serious antitrust consequences of its acting without considering patent matters," the memorandum charged.

He also referred to the proposed rules, offered several years ago but withdrawn last year, which would have required all licensees and applicants to submit patent holdings and licensing information.

The document said:

"Without resolving the question of ultimate merit, the material submitted to the Federal Communications Commission by its patent adviser was clearly of such a serious nature as to call for further Commission action. Yet, the Commission summarily dismissed the matter, refusing any further consideration. It remained for the antitrust division of the Dept. of Justice, building upon the investigation and work of the Federal Communication Commission's patent adviser, to file complaint in court. If the patent adviser's work was sufficient to justify action by the Dept. of Justice, why was it continually ignored by the FCC?"

[The Commission's patent adviser, until he retired toward the end of last year, was William H. Bauer.]

[The reference in the document to the Press Wireless-Western Union case involved the 1956 FCC decision denying Press Wireless' request to feed the Democratic convention to its subscribers direct from Chicago. The Press Wireless' application was opposed by Western Union.]

In his conclusion, Dr. Schwartz noted

ADVERTISERS & AGENCIES

Y&R Resigns Lincoln; Buick May Fit in Slot

The $3.5 million Lincoln automotive account was resigned last week by Young & Rubicam, New York, causing rumors that the agency is open for the more lucrative $24 million unattached Buick account. Officials at Young & Rubicam, however, had no official comment to make except to admit the resignation.

The Buick Div. of General Motors has been silent as to where the account would land. It was known, however, that Edward T. Ragsdale, general manager of the division, was in New York this past week, presumably to hear agency presentations. Trade talk continues that Leo Burnett Co., Chicago, and Benton & Bowles, New York, as well as Young & Rubicam, are the three agencies in the top running for the Buick business.

No new agency was announced for the Lincoln Div. of Ford Motor Co. The Edsel account will continue to be handled by Foote, Cone & Belding and Mercury will continue to be serviced by Kenyon & Eckhardt.

Presumably, a decision will have to be made shortly for both Buick and Lincoln since media plans should already be in the works for auto campaigns which traditionally break in October.

Lincoln was last in tv on *The Ed Sullivan Show* on CBS-TV with Ford's Mercury Div., but dropped out of the show last November. Lincoln used spot radio-tv during the fall.

Results 'Phenomenal' for Tv Test, Seaboard to Expand Use of Medium

The "phenomenal" sales results obtained by the Seaboard Chemical Corp., Newell Pharmacal Div., Livingston, N. J., in introducing a new product in the New York area on a three-week test campaign has prompted Seaboard (1) to triple its expenditure for a 13-week spot tv effort in the area starting today (Monday) and (2) to formulate plans for a nationwide tv campaign.

Paul H. Collins, president of Seaboard, said his company, a small one in the field, developed a new product several years ago called "Liqua-Band," which he described as "a liquid antiseptic that forms its own bandage." The product, he said, has been on the market for about 18 months with distribution on the East Coast. Last June, the company allocated $5,000 for a test campaign in the Philadelphia area, using two metropolitan newspapers, Mr. Collins reported, and the results were "very disappointing."

In the middle of November, according to Mr. Collins, Seaboard decided to spend the same amount—$5,000—for a three-week tv campaign in the New York area, using 20 spot announcements per week on WABD (TV) New York. Despite the drawbacks—the New York market is considered "highly tough" and the campaign was presented during the Christmas holiday season—Mr. Collins termed the results "phenomenal." Sales during December and January for the New York territory alone were four times as high as in all the other territories combined and 23 drug wholesalers in the area wrote in to ask for "Liqua-Band," as compared with only four which had handled the product before the tv campaign. Eight of the wholesalers, Mr. Collins continued, called for repeat orders, adding that wholesaler acceptance is "a must" for success of a drug product on the contemporary marketing scene.

Starting today, Seaboard will invest $15,000 for a 13-week campaign, using 12 announcements per week on both WABD and WOR-TV New York. The company, according to Mr. Collins, now has appropriated funds for a tv campaign in other

that the hearings proposed in his memorandum on the FCC would be only the beginning. "It is to be expected," he said, "that as further investigative material is developed by the subcommittee staff, additional hearings will be held on the FCC."

The concluding paragraphs of Dr. Schwartz' document read as follows:

"The proposals for hearings contained in this memorandum have been put forth by the subcommittee staff without anything like dogmatic conviction. They are intended only to serve as the basis for determination by the subcommittee of the subjects to be explored by it in its first public hearings. At the same time it cannot be denied that the whole question of the operation of the federal regulatory agencies is now the subject of public interest and concern to an unprecedented degree.

"A period of ferment is one for a straightforward and vigorous public articulation of issues. Administrative law, almost more than any other branch of the law, well exemplifies Mr. Justice Cardoza's famous statement that the law has its periods of ebbs and flow. One of the flood seasons is now upon us. It is for this subcommittee to gather up the driftwood and leave the waters pure."

The Schwartz Charges Of FCC Malfeasance

Uncle Sam doesn't want its officials to travel on somebody else's tab even if it saves expense to the government. That's the import of an opinion the Comptroller General of the U. S. (he keeps his eye on government spending) gave to Rep. Morgan M. Moulder (D-Mo.), chairman of the House Commerce Legislative Oversight subcommittee, in a letter Dec. 24, 1957.

The Comptroller General's views were expressed following Moulder committee staff assertions that members of the FCC had their expenses paid by industry, yet also collected travel and expense money ($12 per day) from the government for the same trip.

The memorandum composed by Dr. Bernard Schwartz made these charges of malfeasance against unidentified FCC commissioners:

"(1) A commissioner was fully reimbursed by the industry for the expenses incurred by him and his wife in attending an industry convention at which he delivered an address. This commissioner also claimed from and was paid by the government his full expenses (travel and per diem) to attend the same convention. Such duplication of expense accounts apparently involves a criminal felony in that a false, fictitious, or fraudulent' claim was filed against the United States within the meaning of 18 U.S.C. 287 by the commissioner in question. See also 18 U.S.C. 1001, 1914.

"2. Members of the Commission have had their room, board and other expenses (e.g., cafe, valet, golf fees, etc.) paid by the industry while attending industry conventions. At the same time, these commissioners have claimed and received per diem from the government for living expenses incurred by them in attending the same convention.

"3. Members of the Commission have had their hotel bills paid by the industry while attending industry conventions. At the same time they have claimed and received per diem from the government for living expenses incurred by them in attending the same convention.

"4. Members of the Commission have had their wives' expenses paid for by the industry for attendance at industry functions.

"5. Members of the Commission engage in constant fraternization with individuals and corporations who appear as litigants before the Commission. This includes such things as payments by individuals, corporations or associations subject to the Commission's regulatory authority of commissioners' entertainment, travel, payment of hotel bills and the like.

"6. Members of the Commission have received for their personal use color television sets and other communications equipment.

"7. Members of the Commission have received free service contracts for their personal television, radio and hi-fi sets from a company which appears as a litigant before the Commission. These free contracts involve savings of up to several hundreds of dollars per year for the particular Commission member concerned.

"8. Members of the Commission have used Commission telephones (at government expense) to make purely personal telephone calls."

The memorandum quotes the Comptroller General as indicating not only that the law prohibits dual payments, but also his view that "irrespective of whether the United States may be saved the cost of traveling expenses, our decisions have indicated generally that the payment by others of the traveling expenses of an officer or employe of the Government in a regular duty and pay status is prohibited by 18 U.S.C. 1914."

eastern territories and eventually will expand to markets throughout the country.

Mr. Collins believes a product like "Liqua-Band" is shown to fine advantage on tv because demonstration of the product's performance is a strong selling point. Seaboard is placing its advertising directly.

W-L, Borden's Shuffle Internal Organization

Two major broadcast advertisers last week announced internal reorganizations.

• Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has formed a new marketing division to be known as Family Products Div. It will embrace all Warner-Lambert proprietary drug, cosmetic and toiletry lines including Listerine, Bromo-Seltzer, Super Anahist, Richard Hudnut and DuBarry beauty preparations.

• The Borden Co., New York, consolidated its cheese and food producers, Borden Cheese Co. and Borden Food Products Co., into a single arm to be known as Borden Foods Co.

No change in the companies' agency assignments are contemplated at present. Warner-Lambert is serviced by Lambert & Feasley (Listerine brand products), as well as Sullivan, Stauffer, Colwell & Bayles (Richard Hudnut), Ted Bates & Co. (Super Anahist), Lennen & Newell (Emerson drug products, including Bromo-Seltzer and Fizzies) and Norman, Craig & Kummel (DuBarry). Warner-Lambert uses tv spot and some network.

The Borden agencies are Young & Rubicam and Doherty, Clifford, Steers & Shenfield, the latter handling Borden's Instant coffee. Y&R services both cheese and food products. Borden sponsors *The People's Choice* on NBC-TV on alternate weeks, but places considerable emphasis on local dealer spot drives through its many distributors and local branch dairies. Heading the new Borden company is Theodore O. Hofman, who resigns as general controller of the parent Borden Co. The parent firm also has set up a new autonomous regional unit comprising dairy and food products operations in eight southern states to be known as Borden Co. Southern Div., with headquarters in Houston. Two months ago, Borden formed a similar company for western state marketing.

At Warner-Lambert, reorganization reportedly has just begun. J. S. Hewitt, president of the recently-acquired Anahist Co., has been designated president of the new Family Products Div. Though the agencies probably will not be changed, advertising is being consolidated from brand status to divisional status. Irvin W. Hoff will become

VIEWERS who accepted when *Sid Caesar Invites You* to tune in ABC-TV yesterday (Sun., 9-9:30 p.m.), were greeted by Mme. Helena Rubinstein from her famous duplex in New York. The head of the sponsoring cosmetic firm appeared briefly on film in the opening commercial of the inaugural show.

vice president and advertising director for the entire division. But each brand product will have its own advertising manager, to be appointed later.

W-L executives named to new posts include Robert G. Urban, executive vice president and general manager of the Hudnut-DuBarry lines; Frank Camp, vice president and general sales manager for all products save DuBarry; William Strawson, vice president for Emerson drug products; Gerald Fowler, vice president and marketing director, DuBarry; Matt F. Ruffle, Hudnut marketing director; Robert MacFarlane, marketing director for all Anahist products, and Joe Brown, trade promotion manager for Anahist.

Ellis Retires as Kudner Head; Rohrabaugh Named as Successor

The resignation of J. H. S. Ellis as president of Kudner Adv., New York, was accepted "with regret" last Tuesday by the agency's board of directors. C. M. Rohrabaugh, an executive vice president, was elected as Mr. Ellis' successor.

Mr. Ellis' move had been expected since he had announced his projected retirement last month shortly after Kudner lost the $23 million Buick account [ADVERTISERS & AGENCIES, Dec. 23, 1957]. At that time, Mr. Ellis said he planned to sell his stock in the agency to other company executives and retire from advertising.

The directors of Kudner also elected Charles R. Hook Jr., an executive vice president, as treasurer and J. W. Millard, a vice president, as secretary. All other officers were re-elected.

Recently Kudner overhauled its executive committee in order to relieve the load carried by Mr. Ellis, who also served as chairman and treasurer and performed creative work. At that time, Mr. Rohrabaugh was appointed chairman of the executive committee.

An agency spokesman later said that Mr. Ellis already had sold his stock in the agency to other executives in the company but could not specify the amount of stock Mr. Ellis held.

Morgan Succeeds Buchen As President of Agency

The retirement of Walther Buchen as president and the election of new officers, including Leon Morgan, treasurer, as his successor has been announced by The Buchen Co., Chicago advertising agency.

Also elected at a stockholders' meeting Jan. 14 were John M. McDonald, formerly first senior vice president, as chairman of the board; Joseph H. Caro, senior vice president who continues in that position and also becomes treasurer, and Walter H. Baers, promoted from vice president to senior vice president.

Mr. Buchen, who founded the agency 35 years ago, is being retained as consultant and Walther Buchen Jr. continues as account executive. All the new officers except Mr. Caro, who joined in 1952, have been with the agency over 22 years. Buchen handles Chicago Title & Trust Co., Masonite Corp. and Wood Conversion Co. accounts, all of which have been active in network or local tv.

Jaffe Forms Firm to Monitor Tv Commercials for Advertisers

The formation of National Television Monitor Corp., New York, which offers to monitor tv commercials for advertising agencies and clients was announced last week by Ken Jaffe, president. The company is at 541 Lexington Ave., New York, N. Y. Telephone is Plaza 3-3815.

Mr. Jaffe claims his firm can provide "tear sheets" for tv advertisers and agencies, providing them with proof of "satisfactory performance." NTMC charges $3 for each report on a commercial and covers an exact timing of the length, a description of the commercial and a summary of other points a client orders. His monitoring service, he reported, is available in 72 tv markets and is expected to expand to 150 markets.

Mr. Jaffe said his method of operation is unique in that the monitoring is performed by disabled persons throughout the country. He has more than 200 of these "homebound" individuals, whom he describes as "high-caliber and intelligent," on call. Mr. Jaffe selected them on the basis of recommendations from welfare organizations.

It was his background as advertising manager of the Chunky Chocolate Co., Brooklyn, that prompted him to start his service, Mr. Jaffe said. It was his feeling then, he added, that some stations might cut a 60-second commercial short; a live performer might not present the commercial as instructed; a filmed commercial might be reeled in reverse; an outdated commercial might be used in new commercial dates; wrong store tags, wrong dealer lists, wrong prices might be telecast. Mr. Jaffe said he realized there was a need for an organization that could prove "satisfactory performance" for an advertiser. He resigned from Chunky Chocolate last October to form National Television Monitor Corp. For the past three months, Mr. Jaffe has been building his organization and telling his story personally to advertisers and advertising agencies. Some of the clients for whom NTMC has worked, he said, are Ballantine Beer, Chunky Chocolate, Hicks & Greist, Philip Morris Ltd., American Character Doll Co. and Serutan.

PROFESSOR BLASTS TV'S 'MEDICAL' ADS

A professor of pharmacology at Rutgers U. spoke on WATV (TV) Newark last week on what he called "distorted" medical advertising on tv. He charged that a few claims are so twisted they might be labeled "outright lies."

Dr. Morton J. Rodman spoke on the weekly *Report From Rutgers* program on a series dealing with "Drugs and Your Mind." Although he did not mention any product by name, his use of slogans or demonstration techniques left little doubt as to what brands were being discussed.

He charged "many medicines advertised on tv do not allow a person to treat his ills on the basis of correct information. Instead, they present distortions." Among others, he criticized products "which claim to relieve acid stomach or 'tired blood'" and which "may lull a seriously sick person into a false sense of security and delay his going to a doctor. This may prevent early diagnosis of ulcers, cancer, tuberculosis and other ailments which, if treated properly, can be cured."

DR. RODMAN

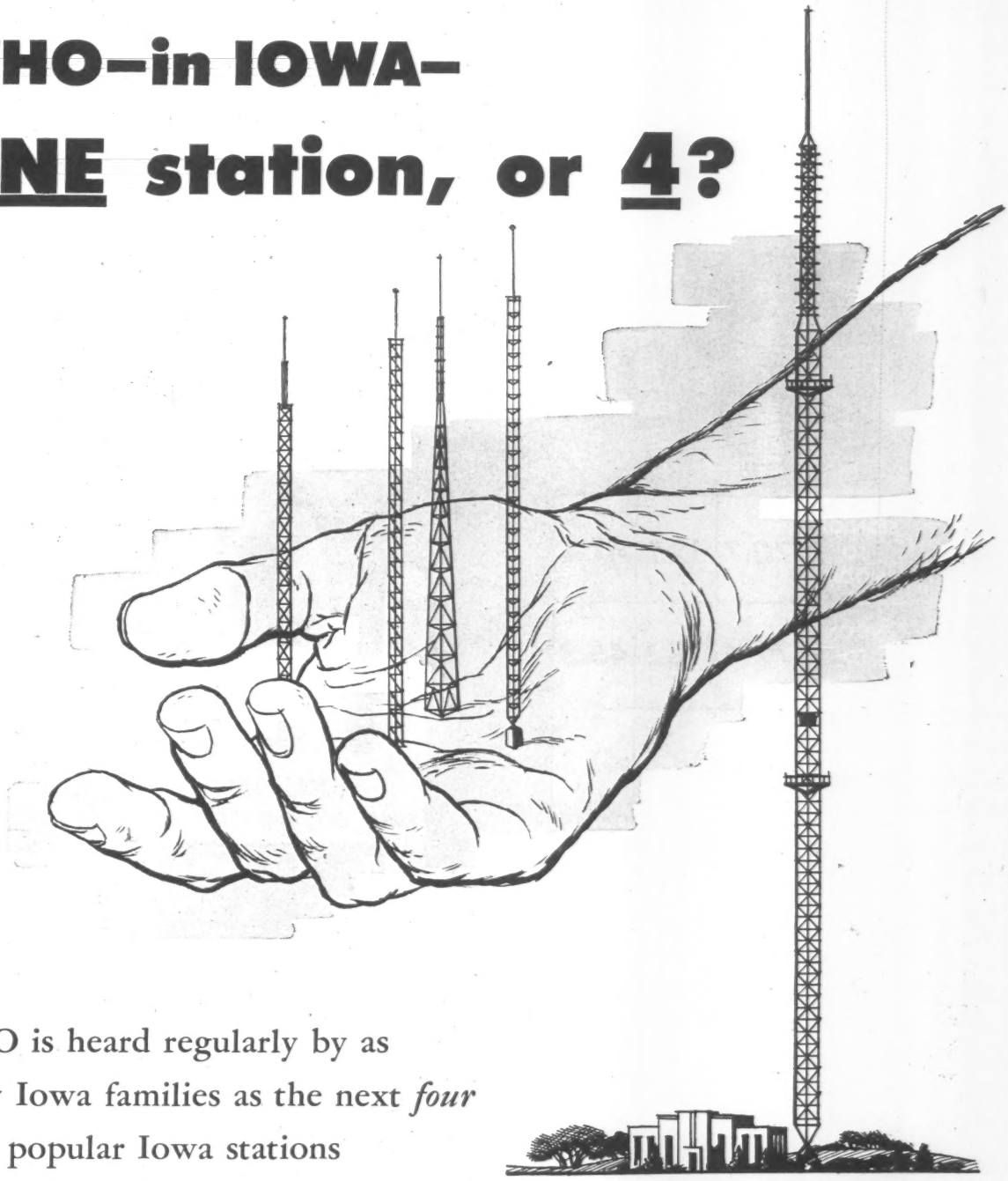
Neither Pharmaceuticals Inc. nor its agency, Parkson Adv., New York, would comment officially on the charges concerning "tired blood" ad claims. Pharmaceuticals' Geritol uses such a term in its tv copy. Agency President Ted Bergmann pointed out all Geritol ads, immediately after describing symptoms of iron deficiency, anemia or "tired blood," urge the viewer to "see a doctor" if the condition persists.

A Rutgers U. public information officer last week saluted Irving J. Rosenhaus, president of Bremer Broadcasting Co., owner-operator of WATV, for allowing Dr. Rodman's discourse to go on the air uninterrupted. Mr. Rosenhaus, brother of Pharmaceuticals Inc. President Matthew B. Rosenhaus, also serves on the drug company's board of directors. Sale of WATV (TV) and WAAT-AM-FM Newark to National Telefilm Assoc. is pending FCC approval.

While the university claimed that the pharmacologist's chief aim was to lecture on "the dangers of self-medication," Dr. Rodman apparently lectured on what he considered the danger of believing certain tv medical ads. To drive home his points, Dr. Rodman on the WATV program:

- Slipped into a white doctor's coat which, he noted, was a "not-too-subtle gimmick" to lead the public into thinking they see a doctor instead of an actor.
- Poured "concentrated stomach acid"—in this case, a beaker of hydrochloric acid—over a face towel at the beginning of *Report From Rutgers*. Twenty minutes later, he picked up the same cloth; there was no hole, no burn, "nothing," said Dr. Rodman, that would lend credulity to the familiar claim by an antacid tablet that "if concentrated stomach acid can do this to a sheet . . . etc."
- "Laughed" at the "fast-fast-fast" gimmick of agency copywriters assigned to pain relieving products and analgesic compounds. He pictured the "straight aspirin" copywriters trying to outdo the "buffered aspirin copywriters," who in turn are trying to better the "effervescent compounds copywriters." All three, he said, are obviously allied against the "combination of five pain-relieving ingredients" school of writing. He explained that now that both the Federal Trade Commission and the Food & Drug

WHO—in IOWA—
ONE station, or 4?



WHO is heard regularly by as many Iowa families as the next *four* most popular Iowa stations *combined!** Ask PGW for the proof.

**Educational stations excluded.*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

WHO Radio is part of Central Broadcasting Company, which also owns and operates **WHO-TV**, Des Moines **WOC-TV**, Davenport

LOOK WHAT YOU HAVE IN THE PALM OF OUR HAND

CHANNEL 5

SAGINAW • BAY CITY • MIDLAND

FLINT METROPOLITAN AREA

COMPOSITE AVERAGE, 4 CITY MARKET

SIGN-ON TO NOON	70.7	12.1	41.4
NOON TO 6:00 P.M.	72.4	18.1	45.3
6:00 P.M. TO 12:00 M	64.2	18.5	41.3

STATION SHARE SETS IN USE

ARB SURVEY *Nov. 1957*

ARB SURVEY PROVES . . .

WNEM-TV . . . and WNEM-TV ***alone*** . . . delivers ***all*** of Michigan's rich 2nd Market, consisting of Flint, Saginaw, Bay City, Midland and all of Eastern Michigan! 2½ million people, 580,000 TV homes—a ***four billion dollar market that no other one station can cover!***

NBC—RCA FIELD INTENSITY SURVEY

Flint, Mich. Grade A	
WNEM-TV CHANNEL 5	42.5
Station B LANSING	4.5
Station C DETROIT	.0
Station D DETROIT	.0

Oct. 1957

2½ Million People

580,000 TV Homes

Studios: Saginaw-Bay City

Studios: Flint Airport

COVERAGE

NBC's Field Intensity measurements in Flint, (completed October, 1957, by R.C.A. Service Company) prove what Flint people have long known . . . WNEM-TV has the greatest Grade "A" signal penetration of any station in the area. ***9 times greater than its nearest competitor!*** **See Your Petryman**

NBC Gerity STATION abc

WNEM-TV

Bay City offices: Hotel Wenonah Tw 3-4504

Central offices: Bishop Airport Flint CE 5-3555

Saginaw offices: 201 N. Washington PL 5-4471

Administration have "clamped down" on the "wild claims of yesteryear," the poor copywriter has only one thing to stress—speed. But even this, Dr. Rodman claimed, is fallacious. "There exists no proof that headaches are gotten rid of any faster by one product than by another. Certainly the consumer is wasting his money if he thinks product X can shorten his pain. It cannot. Furthermore, no one has ever been able to say where and when pain stops and relief begins after swallowing a pill. Standard time for aspirins is 20 to 30 minutes. I do not see an acceleration by use of other medicines," he contended.

• Made known his impressions of the claim by one deodorant manufacturer who advertises the product by showing a woman in a steam cabinet. He observed that the tv spot maintains that the model's brow did not "sweat" because it was covered by the sponsor's anti-perspirant. "Humbug," noted Dr. Rodman. He and his staff spent five years studying the human temperature regulating system and have found no chemical that could stop body perspiration at 104 degrees fahrenheit temperature—the figure cited in the tv ad, he claimed.

"You can find scientific proof for any hypothesis," Dr. Rodman noted at another point. "Science is notorious for its ability to come up with conflicting theories. Just because one scientist or testing bureau reaches one conclusion does not mean that it is 'safe.' Most of these ads go beyond permissible puffery . . . and while they may not be all downright lies, they are worded in such a way as to make them scientifically suspect."

BARTER BOUT FOUGHT IN RTES ARENA

Headley, Ezzes battle issue of television film trading to a draw

An issue with which the television business has had to grapple is the limited but far-reaching practice of bartering film for time. At the Radio & Television Executive Society's timebuying and selling seminar in New York Tuesday, agency and broadcast executives listened to the pro and con of barter in a debate on the topic: "Is Film Barter Harmful to the Television Industry?"

Speakers were Frank M. Headley, president of Station Representatives Assn. and of the station representative firm, H-R Television Inc., and Erwin H. Ezzes, vice president and general manager of C & C Television Corp. Mr. Headley maintains that the barter concept has a depressive effect on the television business. Mr. Ezzes takes the opposite tack. The debate, including opening remarks, rebuttals and questions and answers, is reprinted in condensed form.

BARTER: A SECOND-RATE PRODUCT WITH AN EXPENSIVE PRICE TAG

The fatal flaw inherent in barter is simply this: Good time and good programming will always be sold for cash, dictated by the law of supply and demand.

This same flaw has been expressed by Edward D. Madden, formerly vice president of International Latex. Mr. Madden, who, along with Matty Fox is an outstanding expert on barter, expressed the belief that, except on a limited scale, the barter deal has seen its day. "You've got to have a good product," he said.

It is obvious that a good station in a large market will not barter away its valuable air time for second-rate product.

A large part of the hubbub is traceable to Matty Fox's biggest barter deal—the trading of the entire RKO Pictures library in return for spots sold to International Latex. However, it remains one of the only successful *national* film barter deals. The reason is well apparent: the RKO-Latex transaction is the only barter deal which involved prime, first-run film.

Many top-billing advertising agencies have made careful investigations of barter. Most backed off when they were unable to obtain sufficient information concerning proposed stations and times, or the promised station list or schedule.

Let's take a look at some of these aborted deals:

(1) A proposed 116 market barter deal involving Exquisite Form Brassiere and National Telefilm Associates broke down when NTA failed to deliver enough of the required network-affiliate stations within a prescribed time limit. NTA has since vehemently renounced barter.

(2) Hazel Bishop was claimed to have "closed" a $7 million, five-year spot deal with Matty Fox. It never got off the ground.

(3) It was reported that McCann-Erickson readied a test of barter time for Rival Dog Food in one of the ten major markets. This deal did not materialize.

(4) It was reported that Procter & Gamble bought barter spots from MCA-TV on behalf of Spic 'n' Span. If there were negotiations, they never reached the sit-down stage.

(5) Last May it was intimated that Lever Bros.' Pepsodent was planning a $50,000 summer barter experiment. If Pepsodent ever considered barter, the idea has long since fizzled.

(6) Even a barter transaction as heavily publicized and apparently successful as Matty Fox's old nation-wide MPTV deal may have a sequel. C & C Super bought much of the time involved but not all. Erwin, would you tell us why, after three years, quantities of this time are still unsold?

Barter is highly similar to time brokerage, and as such, a throwback to the confused, uncoordinated system which prevailed in radio during the late 1920s and early 1930s before the establishment of exclusive national representation.

In those days, most national advertising contracts were negotiated by time brokers. Now enter a new generation of time brokers — the barter boys hawking their wares in the language of discount merchants. Let's examine film barter from both the advertiser's and station's viewpoint:

MR. HEADLEY

(1) The appeal to advertisers is couched in terms of a cut rate price.

No matter how apparently advantageous a buy is, unless it is able to fulfill the purpose for which it was purchased—in this case effective advertising impressions for the advertiser—it may be of little value. Since a barter schedule consists of time currently unsold, it is probably composed of the least valuable or so-called fringe time of each station.

Barter time is by nature run-of-station. Although a few token spots in each deal may be Class A or B, most bob randomly like corks in a hurricane sea. Not all spots within a time period have equal actual value, since certain adjacencies may have higher ratings than others. If a schedule is purchased for cash by an experienced timebuyer, he will make sure the spots are the highest rated which current availabilities permit. But you can bet barter spots will be clustered around the lowest rated adjacencies in any time classification.

In terms of rating points, audience composition and even audience impressions per dollar, barter may turn out to be very, very expensive. On the other hand, a timebuyer in a cash transaction will never make a purchase unless it is a good value.

(2) Barter operators speak blithely of the savings resulting from eliminating agency and rep commissions. But they fail to point out that other middlemen step up and take their cut.

(3) Barter deals are blind buys. Barterers talk mainly in terms of tonnage and percentage discounts below card rate, and very little about specific station clearances.

(4) Flexibility, one of the greatest assets of the spot medium, becomes almost nonexistent in barter. There's no cancellation clause in barter contracts. The film vendors must make at least a 52-week commitment with the stations. The advertiser in turn is tied down for upward of a year. The reverse is also true in this arrangement. There are no renewal options in barter deals.

(5) Barter advertisers are tied down to an R O S schedule, and therefore their time is on a pre-emptible basis. This means a

card rate advertiser can automatically take over any choice adjacency occupied by a barter client.

(6) Once a schedule has been bought, there are make-goods to arrange, affidavits of performance to process and many other details. On a card rate schedule, these numerous services are provided by the station rep and the agency. Who will provide these necessary services for the barter advertiser?

Now, let's look at barter from the station's viewpoint:

(1) Barter arrangements grant preferential rates to participating advertisers not available to others. This is a violation of the standard 4A contract. Barter involves under-the-counter rate cutting.

(2) The station which participates in barter trades away, at discount rates, its only commodity—highly precious air time—which it may be able to sell for cash and profit.

(3) Barter deals enable film vendors to undercut the station's own salesmen in the sale of its own time.

(4) Just as bartered time is essentially time the station has been unable to sell, bartered film, with such notable exceptions as the RKO library, is film which no longer can be sold.

Barter, which even in its heyday never consisted of more than a handful of well publicized deals, has slipped badly in the past few months.

BARTER: A PRODUCTIVE ASSET FOR STATION AND ADVERTISER

I intend to sell you on an appreciation of program barter arrangements which pay off for the stations.

Program barter as a selling concept started back in the early 50s. We started it just after FCC lifted the freeze. Hundreds of new stations were coming on the air. Some had tremendous dollar budgets intended for programming which was consumed in application contests, in transmitter buys and building and other costs. Although the station's dollar budget was consumed, stations still needed programming.

When a station throws the switch on a transmitter at night, the time they haven't sold that day has no revenue producing value for a station whatsoever. Some stations even then were sold out in prime time, but there were very few of these.

We had to overcome a bug-a-boo, the then current misconception of what the FCC meant by time brokerage. We sought Commission approval and the FCC ruled that the barter exchange of film for television spot time was not a violation.

So, with a thousand feature films, we brought programming to stations who could not otherwise afford it, and as the word got around the industry, the bandwagon got pretty full.

Now with the release of the RKO pictures in 1956, this touched off a new trend. We had a virgin library of first run, major company products, a programming source that was much desired but hitherto unavailable to stations. At that time it was one of the most sizable business risks to take programming as important and as costly as this, and release it on program barter type of distrbution. We did so thanks to the vision and courage of Matty Fox and A. M. Panell of the International Latex Corp.

How do we work with the Latex company? We licensed the RKO feature films through the station, in exchange for ten spots a day, for a three-year period. The station gets these pictures for a ten-year period; we get the spots for three years. The station makes these spots available on a run of schedule basis, within four daily time periods that span the entire broadcast day. None of these spots fall in prime evening time. Of the ten spots made available, six are 60-second spots and four are 20-second spots. The stations can move them at will, and some do. Some stations have been making these spots available for about a year and a half. Yet no station has ever come to C & C and said that they were unable to sell a spot because it had been committed to Latex. Although they have the right to, few stations usually take spots around the schedule. They become almost fixed positions, but not necessarily fixed in the best time periods.

MR. EZZES

Does the station like the arrangement? The answer is unequivocally yes. We have closed barter arrangements with stations reaching 33 million tv homes, and all these stations now carry the Latex spot.

The stations like the deal because their unsold time has been converted into a productive asset which pays for good film programming, that in turn is flexible, that in turn creates local, regional, and even national sales. By bartering their time for film, their overall programming improves.

Does the advertiser like the deal? Now, understand that 100% of the time which C & C receives is assigned to one advertiser. We don't compete with the sales representative.

We barter RKO films now for tv spots which carry the Latex commercial into stations whose combined coverage reaches 85% of the nation's tv homes. This gross bank of time could be valued at over $50 million at end-card rate. Latex uses this time at the rate of approximately $15 million a year.

Examine the recent budget expenditures of the ten top spot advertisers of the country. The top position is held by a soap company in Cincinnati that you might be familiar with. Their first quarter budget, I read, is $3,726,000. Now, at the rate of $15 million a year, measured in even quarters, Latex expends $3,750,000, which I suppose in the first quarter of 1957 would make them the number one tv spot advertiser.

Latex spots average a 5.7 ARB. One spot on all stations carrying them reaches an average of 3,390,000 viewers. In Cleveland last month, the ARB showed that the ten Latex spots a day, in one week, reached 76.3% of the total tv homes, an average of 5.14 times.

Although you can plead that the run of schedule Latex spot is lower rated than it would be on a fixed position, prime-time basis, the cumulative effect of a saturated exposure does reach a huge audience.

You can't keep a client happy, as you know, unless sales have increased. Latex sales have increased five times more in tv markets than in non-tv markets. Their girdle sales alone, nine months after tv exposure, increased from 100-130% in tv markets and only 5-25% in non-tv markets. In the 1957 annual report of the Stanley Warner Corp., the Latex parent company, the per share earning was $1.82 against 1956's per share earning of $1.47, which for the parent company was a 24% increase in net earnings.

The C & C-International Latex arrangement enables the station to turn a wasting asset into a productive asset and provides it an inventory of important programming, which in turn generates sales income, and frees dollars to improve the station's overall inventory of programming. It is good for the advertiser because his sales have increased.

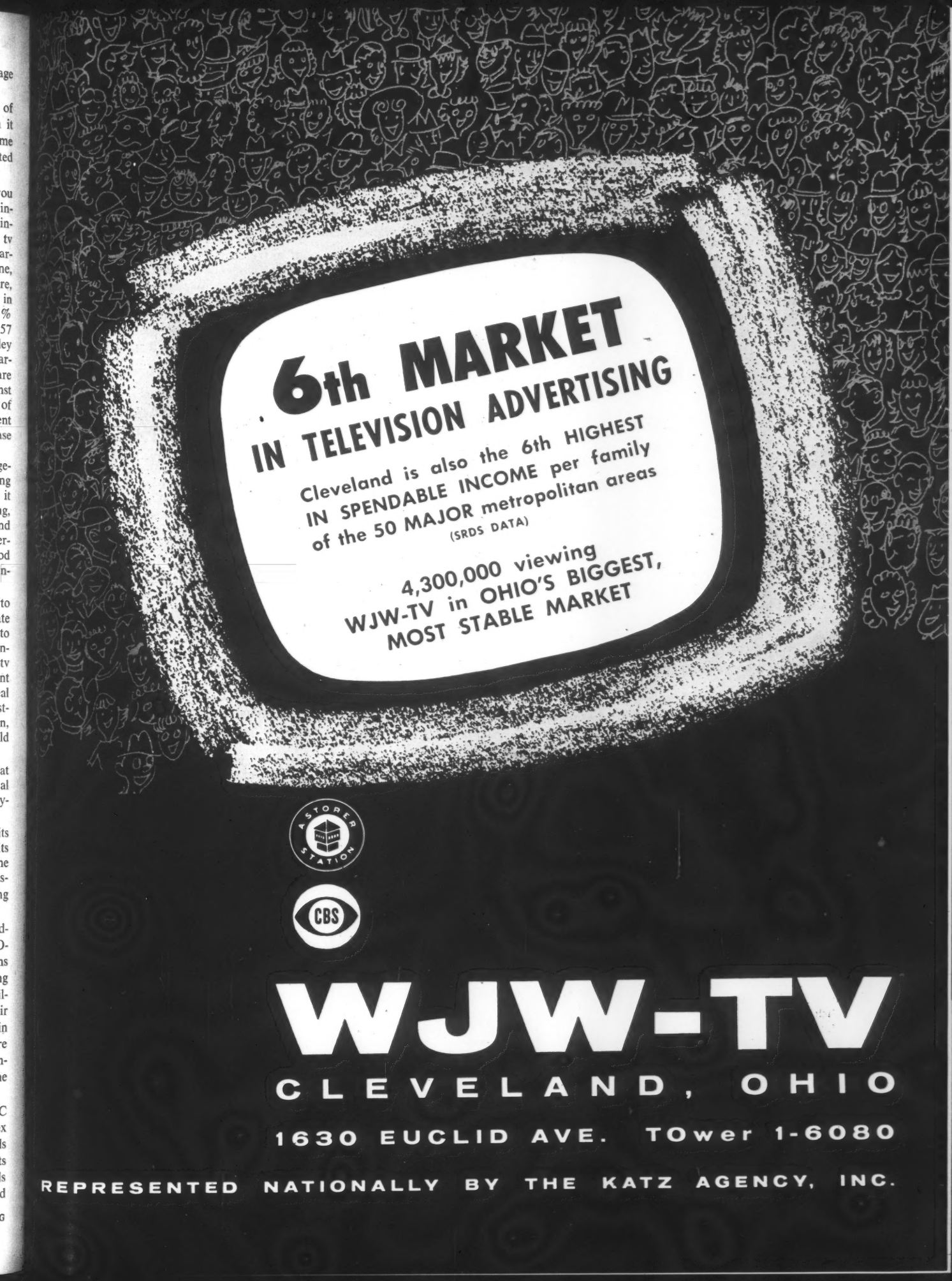
Mr. Headley: In rebuttal I would like to remind you that the subject of this debate is whether or not film barter is harmful to the tv industry, not whether the RKO-International Latex deal is harmful to the tv industry. I told you in my major argument that I thought the RKO-Latex barter deal was the only one that has ever used first-run film, and, therefore, in my opinion, was a good barter. A few facts that I would like to mention:

During the radio-tv workshop session at the Assn. of National Advertisers' annual meeting, participants were asked if anyone was using tv on barter. Nobody was.

The association subsequently polled its members and announced that only 16 of its 234 members have ever used barter. Of the 16, only nine consider their experience satisfactory. Only four of the nine are still using it.

With the exception of the numerous leading stations which particpated in the RKO-Latex deal, it is mostly marginal stations which barter time for film. The top-ranking stations in a market, with limited availabilities, are not likely to exchange valuable air time for film. Generally, only stations in markets outside of the top 50 or 75 are most amenable to barter; or the weaker independents in a multi-station market, or the uhf in a vhf area.

Erwin mentioned something about FCC approval on the RKO-International Latex deal. This I believe: Many film barter deals are either outright brokerage arrangements or very close to them. Barter film deals are an invitation to greater regulation, and


6th MARKET
IN TELEVISION ADVERTISING
Cleveland is also the 6th HIGHEST IN SPENDABLE INCOME per family of the 50 MAJOR metropolitan areas
(SRDS DATA)
4,300,000 viewing
WJW-TV in OHIO'S BIGGEST, MOST STABLE MARKET
A STORER STATION
CBS
WJW-TV
CLEVELAND, OHIO
1630 EUCLID AVE. TOwer 1-6080
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

OLD FAVORITE

Some sponsors like to change programs every 13 weeks. Others will keep a program on for a full year and perhaps even through the first re-run. But the contract signed by J. Walter Thompson Co., Los Angeles, with George Bagnall & Assoc. made news because it called for the Boyle-Midway Div. of American Home Products Co. to sponsor the fourth re-run of *I Search for Adventure* in the same western markets and on the same stations that carried the 52-week series for its first, second and third runs for the same sponsor in the past three years. Latest re-runs start Feb. 1 on KERO-TV Bakersfield, KJEO-TV Fresno, KCRA-TV Sacramento, KCOP (TV) Los Angeles, KPIX (TV) San Francisco, all California; KOOL-TV Phoenix, Ariz.; KSL-TV Salt Lake City, Utah; KOIN-TV Portland, Ore.; KING-TV Seattle and KXLY-TV Spokane, both Washington.

may lead to restrictive consequences in other areas as well.

Some barter deals tie up a station's time as long as five years, constituting a lien on station time which the FCC may interpret as loss of program control.

Stations which barter extensively may be placed in an unfavorable cash position, and may lack current means of providing advertisers with added services, such as merchandising.

International Latex supposedly made the best barter deal of all time. Why, then, has it recently queried reps on availabilities?

One of the top agencies in radio-tv billing made a thorough study of barter. Part of its conclusions: "The use of barter deals or any method of obtaining tv time at off-the-card rates should be approached with great caution. If it is important to an advertiser to be in tv, the barter method is not the way to do it, for the reason that the more important stations in each market no longer are desperate for film or for cash. This restricts a barter advertiser to low grade tv stations."

McCann-Erickson intensively researched barter last spring. A spokesman for McCann said: "The companies who have negotiated successful barter deals seem to have fallen into the category of being less than desirable television clients, and therefore were satisfied to advertise on the less desirable stations in the market. Such clients in all cases had no previous television history. From a media standpoint, we are dealing in what would otherwise remain unsalable time. It is highly unlikely that any media schedule would include the spots which would be included on a barter deal."

I will now substantiate my position by breaking down an actual barter deal and revealing the markets where stations were willing to barter and where the advertiser had to shell out the green stuff. The total schedule ran in better than 100 markets, of which almost half were barter arrangements. This doesn't sound like a bad ratio, does it? But let's look into it further . . . In markets 101 to 200, there were 37 barter deals and only 15 cash deals. It still sounds pretty good! Now let's go into the top 100 markets. Here, out of a total of 60 markets carrying the schedule, only 14 were obtained from barter, and the other 46 received cash. Now let's get down to basic markets where all advertising campaigns begin, and where so many are reaching the end—the top 25. Out of these vital markets, 20 were bought, but only three on a barter basis, in each instance the barterer was the lowest rated station in its market. Of the top 75 markets, 46 were purchased, but only 10 bartered.

On a coverage basis, the indictment of barter as an effective means of reaching a mass market becomes even more devastating. Although the campaign went into well over a hundred markets, less than 25% of the nation's tv homes were reached via barter! It all seems hardly worthwhile.

Mr. Ezzes: Frank is in agreement with us essentially. He's arrived on the periphery of the lessons we have learned from the day we started to go into barter. There are fundamentals, I think, to be considered. From the point of view of a sales manager, I find it easier to barter good products, to barter first front products, and to get an advertiser the kind of time that will move an advertiser's product.

From the point of view of an advertiser, if a barterer bartering any kind of film can secure enough coverage both on a specific station and on a group of stations, he can provide an advertiser with the kind of exposure that the advertiser can find useful. It is easier to barter with a first-run product. We learned that when we started back in '52 and '53.

A floor discussion after the debate developed these questions and answers:

Q: Mr. Headley, on what do you base your statement that only RKO film barter is based on first-run film?

A: Well I'll answer that very fast. It is the only one that I am familiar with that has used first-run film successfully.

Mr. Headley, there is a second part to the question: Don't you have a problem to make good the ratings on cash buys?

A: Indeed we do, but in connection with barter deals, I ask you, who is going to handle that for the agency and the advertiser?

Mr. Headley, do you honestly feel that a large advertising agency will recommend barter to its clients, knowing that in most cases barter will outpull cash buys?

A: Seems like a loaded question. The study that I have completed in connection with this subject would indicate to me that those large agencies that have investigated barter have come to the conclusion that they are not in a position to recommend it to any of their good clients.

Mr. Ezzes, of the stations delivering time to C&C, how many of the top 100 markets delivering time are independent stations?

A: Very few, I would say about three or four actually. The aim of our arrangement is to barter our time with network affiliates.

Mr. Ezzes, have you measured, or can you estimate the percentage of the 33 million homes covered by stations carrying the International Latex deal who have actually seen the commercial? In other words, what is the net audience in a one- or four-week period?

A: I can't really answer that accurately. I don't get into those figures. I get most of them from International Latex. I don't know what the specific market coverage would be other than an average. I know that if you accumulate, if you take the per spot rating accumulatively, you hit a figure at the end of a week, that in the case of Cleveland was about 700. As to what it is on specific markets, it varies according to the time placement.

Midwestern Adv. Agency Network Changes Name to Mutual Network

The Midwestern Adv. Agency Network, comprising agencies in the lower billings bracket, announced an expansion of membership and changed its name to the Mutual Adv. Agency Network at its annual meeting in Chicago Jan. 17-18. Agency members bill approximately in the $250,000-$3 million range.

New officers also were elected, with Fran Faber, head of his own Minneapolis agency, becoming president; Gladys Lamb, Kelly-Lamb Adv., Columbus, re-named vice president-treasurer; Ken Warren, Warren & Litzenberger, Davenport, Iowa, vice president, and James Taylor, head of the agency bearing his name in Ottumwa, Iowa, secretary. The two-day convention was held at the Bismarck Hotel.

The name change was dictated by the expansion of Midwestern beyond present regional boundaries, according to Allan J. Copeland, head of his own Chicago agency. New members include Brooks Adv. Ltd., Toronto, first Canadian agency in the group; Lyons Adv. North Attleboro, Mass., and Vanderboom, Hunt and McNaughton, Los Angeles.

DISCUSSING *the new Mutual Adv. Agency Network setup are the group's new officers: Seated (l to r), Mr. Faber and Miss Lamb; standing (l to r), Messrs. Taylor and Warren at the Chicago meeting.*

as impossible as trying to sell Portland without

KPTV *channel* 12 NBC

Best cost-per-thousand buy plus coverage and audience*—
that's why KPTV, Channel 12 is your MUST BUY media to sell the vast
Oregon and Southwest Washington market.

Oregon's FIRST Television Station • Represented Nationally by the Katz Agency, Inc. • *Schedule* KPTV Portland, Oregon

* November Telepulse

Thomas Co. Sold on Tv; Wanted: Creative Sell

Wanted: "Creative selling and techniques" by tv stations and "one tv success story for our product."

This was the challenge to telecasters offered by Larry Smith, advertising director of the Thomas Organ Co., during an interview in New York last week. The company held a showing there of its new electronic organ model that has a self-contained hi-fi system.

Thomas Organ—a subsidiary of Pacific Mercury Corp., Sepulveda, Calif., which with plants at Sepulveda and Joplin, Mo., supplies Sears, Roebuck & Co. with tv receivers for all its stores in 11 western states and subcontracts both government and civilian electronic work—claims second place in electronic organ manufacture and sales, though in business less than two years.

According to Mr. Smith, Thomas has been in tv (spot) during the past two years—but not to the extent it would like.

Will Thomas organ pump a sweeter tune—and more money—into television? From Mr. Smith's viewpoint:

• The company "expects to be a sponsor of a network tv show next fall" with one hitch: "We need a musical show that can integrate the demonstration of our organ in the commercials and in the program itself. The programmer must be 'sold' on the Thomas concept and on the product." He explained the company at one time had considered sponsorship of the *Nat King Cole Show* on NBC-TV (now defunct). "But we were not sure we could meet production and distribution demands" at that time.

LOOKING *for a super-salesman, tv variety: This is the Thomas Musicale, electronic organ with a built-in hi-fi system which was shown in New York last week. The inset at top right shows the hi-fi unit that actually is built into the organ to the left of the keyboard. The Musicale utilizes the standard Thomas organ amplifier speaker and sound baffle, and adds a record changer and tweeter. The two instruments may be played separately or together.*

• "We are ready to push television, if we can get a tv success story for our product. And the company is prepared to encourage its 1,100 dealers throughout the U. S. to use local co-op in tv (partly financed by national advertising funds) appreciably where stations creatively sell. Every one of our distributors and dealers could be sold on tv if creative techniques were used by the tv medium."

• Thomas Organ is "sold" on tv. "Our product, we find, has customers in all income brackets and in all walks of life—no one group has a special claim on the market. We must reach the most people possible, visually and with demonstration. Tv is a mass medium that can do it."

At the present, about two-thirds of Thomas Organ's $1 million advertising budget goes into co-op advertising by dealers and distributors. In the calendar years 1956 and and 1957, the company placed an estimated $150,000-200,000 per year in spot tv—personality shows—in Los Angeles, New York, Atlanta, Miami and Philadelphia plus some 20 other markets. This spring, the company once more will move into spot markets but this time will "experiment" on a market-by-market basis with current sights on about 20 markets. It's agency is Foote, Cone & Belding, Los Angeles.

Prices of the Thomas models start at $695 for single-manual, go up to $1,195 for two-manual. The new model with built-in hi-fi: $795.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,886,000 people in the U. S. over 12 years of age during the week Jan. 12-18. This is how they spent their time:

70.8%	(87,711,000) spent	1,884.9 million hours	..... WATCHING TELEVISION
56.3%	(69,748,000) spent	998.4 million hours	..... LISTENING TO RADIO
83.0%	(102,825,000) spent	395.9 million hours	..... READING NEWSPAPERS
30.9%	(38,281,000) spent	183.0 million hours	..... READING MAGAZINES
25.4%	(31,467,000) spent	378.5 million hours	... WATCHING MOVIES ON TV
22.9%	(28,361,000) spent	109.7 million hours	..... ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 106,560,000 people over 12 years of age see tv (86.0% of the people in that age group); (2) 41,265,000 U. S. households with tv; (3) 45,324,000 tv sets in use in U. S.

Pulse Opens Chicago Subsidiary

Pulse Inc. has opened a new office in Chicago under George P. Herro, former MBS account executive there. Operational subsidiary, Pulse Great Lakes Inc., has been formed. Office is in Tribune Tower; telephone, Superior 7-7140.

Out-of-Home Radio Listening Adds 25.7% in 1957—Pulse

Out-of-home radio listening "continued at a record level" during the past summer, adding 25.7% to radio's in-home audience, Dr. Sydney Roslow, director of The Pulse Inc., announced last week.

He said the 25.7% figure compared with 24.9% in the summer of 1956.

The figures are based on out-of-home studies in 26 major markets. The summary showed that during the average quarter-hour between 6 a.m. and 12 midnight, 4.5% of all the homes surveyed reported listening in cars, at work or in other away-from-home places. Authorities said this compared with 4.6% in summer 1956.

Pulse said 14 of the 26 markets showed higher levels of out-of-home listening during the past summer than in the preceding one. The biggest gain was in Dallas, where 5.5% of the homes reported out-of-home listening during the average quarter-hour, as against 4.7% in the 1956 summer. Dallas' 5.5% level also was higher than in any of the other markets. Fort Worth was second with 5.3%.

Other cities registering higher out-of-home levels in the summer of 1957 than that of 1956 were Atlanta, Detroit, Kansas City, Miami, Milwaukee, Minneapolis-St. Paul, Philadelphia, Pittsburgh, Richmond, Va., St. Louis, San Diego, Seattle and Washington.

In some markets the out-of-home level was unchanged in 1957 from 1956. These included Birmingham, Chicago, Cincinnati, New Orleans. Other markets in the survey: Boston, Buffalo, Columbus, Houston, Los Angeles, New York, San Francisco.

Among the individual markets, the percentage added to the in-home audience by out-of-home listening ranged from 22.2% in Los Angeles to 28.5% in Dallas. Pulse said the 26 markets contained 17,842,200 radio families.

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

GREATEST IN AUDIENCE FOR 15 STRAIGHT MONTHS

THE LATEST ARB AND PULSE PROVES IT AGAIN!

WTVR

AVERAGE SHARE OF AUDIENCE

38.1%

Mon.-Fri. 6 PM-12 Mid.

STATION B

WTVR AUDIENCE IS GREATER THAN STATION "B" BY

30.4%

Mon.-Fri. 6 PM-12 Mid.

STATION C

WTVR AUDIENCE IS GREATER THAN STATION "C" BY

14.1%

Mon.-Fri. 6 PM-12 Mid.

WTVR GREATER IN COVERAGE

REACHES MORE HOMES MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT—SEE NIELSEN COVERAGE SURVEY #2

WTVR GREATER IN RESULTS

CONTACT ANY BLAIR TV OFFICE OR WILBUR M. HAVENS

WTVR – EL 5-8611 – RICHMOND

Local in management.....

The Corinthian stations are first and foremost local in character . . . for *great* stations must be responsive to the needs and tastes of their individual communities.

Each Corinthian station has its own independent *local* management team . . . experienced men at the helm and in the key operating areas of programming, sales, engineering and promotion. The strength of each of the Corinthian stations attests to the abilities of these men and the role they play in Tulsa, Galveston & Houston, Fort Wayne and Indianapolis.

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

Interrelated in service

The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting . . . each outstandingly qualified in his field . . . Corinthian's Director of Programming, *Robert H. Salk;* Director of Sales, *Don L. Kearney;* Director of Engineering, *George G. Jacobs;* and Director of Research, *Charles H. Smith.* These men provide facts, judgment and the exchange of ideas upon which local management can base sound decisions.

Clearly, you get something *extra* when you buy a Corinthian station.

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

Co-Sponsors At Bat For Dodger Coverage

Pabst Brewing Co., Los Angeles, and American Tobacco Co., New York, will co-sponsor radio coverage of all games played in 1958 by the Los Angeles Dodgers. This includes the pre-season and regular schedule, at home and away.

Pabst, for its Eastside Old Tap Lager beer, will cover nine southern California counties and possibly Las Vegas. The American Tobacco Co. buy is for Los Angeles only. The specific American Tobacco product for promotion on Dodger coverage has not been set and will not be named for another month, according to the tobacco firm.

Agency for Pabst is Young & Rubicam, Los Angeles; for American Tobacco, BBDO, New York.

The Pabst announcement was made jointly Jan. 19 by Walter O'Malley, president of the baseball club, and Robert Shlaudeman, vice president of the brewery. Mr. O'Malley confirmed a previous announcement that there would be no free tv coverage of his team's first season in Los Angeles. He expressed disappointment at difficulties encountered by the toll tv organizations in attempting to go into operation in Los Angeles, but said that unless the games can be telecast on a fee basis there will be no television for his team this year.

"Subscription television should be just the thing for sports," he said, noting that free tv has cut down gate receipts without adding enough revenue to compensate. "Last August, we were playing Milwaukee for the leadership of the National League and there were 9,000 people in the park. The tv audience for that game was estimated at 3 million.

"Our total revenue from admissions and radio and television rights last year was less than we got from admissions and radio rights before we started to let our games be telecast, about 12 years ago," he declared. "And it's not as if we didn't have a good team, either."

Commenting that he had no fight with free tv except where it cut into the earnings of his team, Mr. O'Malley said he had received an offer for tv rights for the 1958 season that would have been interesting if the games were to be played at Wrigley Field, with a seating capacity of 19,000. "We'd fill that regardless of tv," he stated. "But the Coliseum, with 100,000 seats, is going to be hard enough to fill without letting people watch the games at home."

Counties to be covered by the Dodgers radio broadcasts are Los Angeles, Riverside, San Bernardino, Ventura, Santa Barbara, Kern, San Luis Obispo, Orange and Imperial, all California. Stations have not been selected.

No sportscaster has been named to report the play-by-play, but Vince Scully, Jerry Doggett and Al Helfer, all under contract to the Dodgers, have been mentioned as likely choices for the assignment.

Whirlpool Allots Sizable Chunk Of 1958 Ad Budget to Radio-Tv

Whirlpool Corp. last week sliced its 1958 $21 million advertising melon for RCA Whirlpool products, with broadcast media getting a substantial piece.

Jack D. Sparks, Whirlpool marketing director, reported 18% would be allocated for network tv and 30% divided between local (spot) radio, television and newspapers. Another 35% has been set aside for special promotions, of which a portion, it was believed, would go into broadcast media. Another 17% has been set aside for national magazines. Agency is Kenyon & Eckhardt Inc., Chicago.

Whirlpool currently alternates sponsorship of the Eddie Fisher and George Gobel series, plus participations on the *Perry Como Show*, both on NBC-TV. The new advertising-promotion program will cover Whirlpool's full line of laundry, range, refrigeration, air-conditioner and vacuum cleaner equipment, plus complete kitchens and accessories.

KEY *personalities involved in getting the Los Angeles Dodgers on the air over a radio network covering nine counties in Southern California sign the contract with Eastside Old Tap Lager beer: (l to r) Red Patterson, public relations director for the Dodgers; Wick Crider, director, Hollywood tv program operations, Young & Rubicam; Robert Shlaudeman, vice president of the Eastside company; Fresco Thompson, vice president of the Dodgers; Harry Walsh, Dodgers' attorney; Ed Schram, advertising manager of the Eastside Brewing Company, and (seated) Walter O'Malley, president of the Dodgers.*

Contest Features Presentations Of 'Crown Stations' to Agencies

The 'Crown Stations" of the Northwest—KING-AM-TV Seattle, KGW-AM-TV Portland, and newly added KREM-AM-TV Spokane—staged a series of presentations for agency people in New York last week, then topped it off with a treasure hunt which featured a $1,800 Ampex stereophonic-sound tape recorder as first prize.

Walter Teitz, Dancer-Fitzgerald-Sample, won the first prize and the other members of his team won Vespa motor scooters. They were Marian Jackson, Foote, Cone & Belding; Dick Boege, D-F-S; Bette White, Young & Rubicam, and Hubert R. Sweet, Atherton & Currier.

Other prizes were 15 RCA hi-fi consolettes, five Lasle ski sweaters, 150 boxes of Oregon pears and 150 boxes of Washington apples. A vacation trip for two to the Pacific Northwest, the door prize, was won by Sidney B. Silleck Jr., Kenyon & Eckhardt.

In all, nearly 300 timebuyers and other agency people took part in the treasure hunt, held Thursday night. To be eligible they were required to attend one of the various presentations put on by the stations at luncheons held Monday through Thursday or at breakfasts Tuesday through Thursday.

Mrs. A. Scott Bullitt, president and principal owner of the stations, headed the "Crown" delegation. Others included Otto Brandt, vice president and general manager of KING-AM-TV; Walter Wagstaff, manager of KGW-TV; Robert Temple, manager of KREM-AM-TV, and Gloria Chandler, public service director for all Crown Stations.

KREM-AM-TV's addition to the Crown group was cleared last Monday, effective date of FCC approval of the purchase of the stations by King Broadcasting Co., licensee of KING-AM-TV.

Allison Merges With BDA

Burke Dowling Adams Inc., New York and Atlanta, and J. Howard Allison & Co., Atlanta, have announced consolidation, effective Feb. 1. Allison & Co. will become Adams Allison Co., a division of Burke Dowling Adams Inc., and will be relocated in BDA's Atlanta office at 992 W. Peachtree St., N. W.

Pellegrin to Address Chicagoans

Frank E. Pellegrin, partner and vice president of H-R Representatives Inc. and H-R Television Inc., has been scheduled to address the Broadcast Adv. Club of Chicago Jan. 30. He will talk on "What Do Agencies Really Want to Know About Stations?" at the club's regular monthly luncheon meeting at the Sheraton Hotel.

WHO'S ON FIRST IN DENVER?

If you're confused, we sympathize.

STATION "B" SAYS:

"I'M ON FIRST"—if you look at it this way*

STATION "C" SAYS:

"I'M ON FIRST"—if you look at it this way*

We don't ask you to look at it any special way at all. Just PLEASE . . . look. (Sidewise, diagonally, upside down or straight on) at this complete ARB TABLE on "Station Share of Sets in use" during November Rating Week in Denver . . .

THE DENVER METROPOLITAN AREA - ONE WEEK

STATION SHARE OF SETS-IN-USE SUMMARY

	A	KOA (NBC)	B	C	Other
MONDAY THRU FRIDAY					
Sign-on to 9:00 AM	-	65.9	41.1*	-	
9:00 AM to 12:00 Noon	-	47.6	34.6	28.2*	0.2
Sign-on to Noon	-	52.0	36.0*	28.2*	0.2
Noon to 3:00 PM	3.9*	30.7	46.4	21.7	
3:00 PM to 6:00 PM	6.0	24.0	28.4	41.5	0.1
Noon to 6:00 PM	5.7*	26.3	34.6	34.7	0.1
6:00 PM to 10:00 PM	2.8	30.2	31.4	34.4	1.2
10:00 PM to Midnight	10.4	44.2	34.9*	12.2	0.2
6:00 PM to Midnight	3.9	32.2	31.8*	31.3	1.0
SATURDAY					
Sign-on to 6:00 PM	8.5*	52.7	39.7*	13.4*	
6:00 PM to 10:00 PM	5.6	34.6	33.7	26.1	
10:00 PM to Midnight	9.4	53.5	25.1*	15.9	
SUNDAY					
Sign-on to 6:00 PM	16.2*	23.9*	51.7	12.6*	0.1
6:00 PM to 10:00 PM	3.8	43.1	34.1	19.1	
10:00 PM to Midnight	13.3	66.1	17.0*	6.8	
SUNDAY THRU SATURDAY					
6:00 PM to 10:00 PM	3.4	32.9	32.1	30.8	1.2
10:00 PM to Midnight	10.7	49.2	30.8*	12.1	0.2
6:00 PM to Midnight	4.4	35.3	32.0*	28.1	1.0
SIGN-ON TO SIGN-OFF	5.6*	34.9	34.6*	27.8*	0.7

These shares are based on time periods when the station was on the air. The asterisk is used only for stations that are on less than the station telecasting the most quarter hours during the particular period.

*Ratings are less of a problem to the industry than interpretations of ratings.

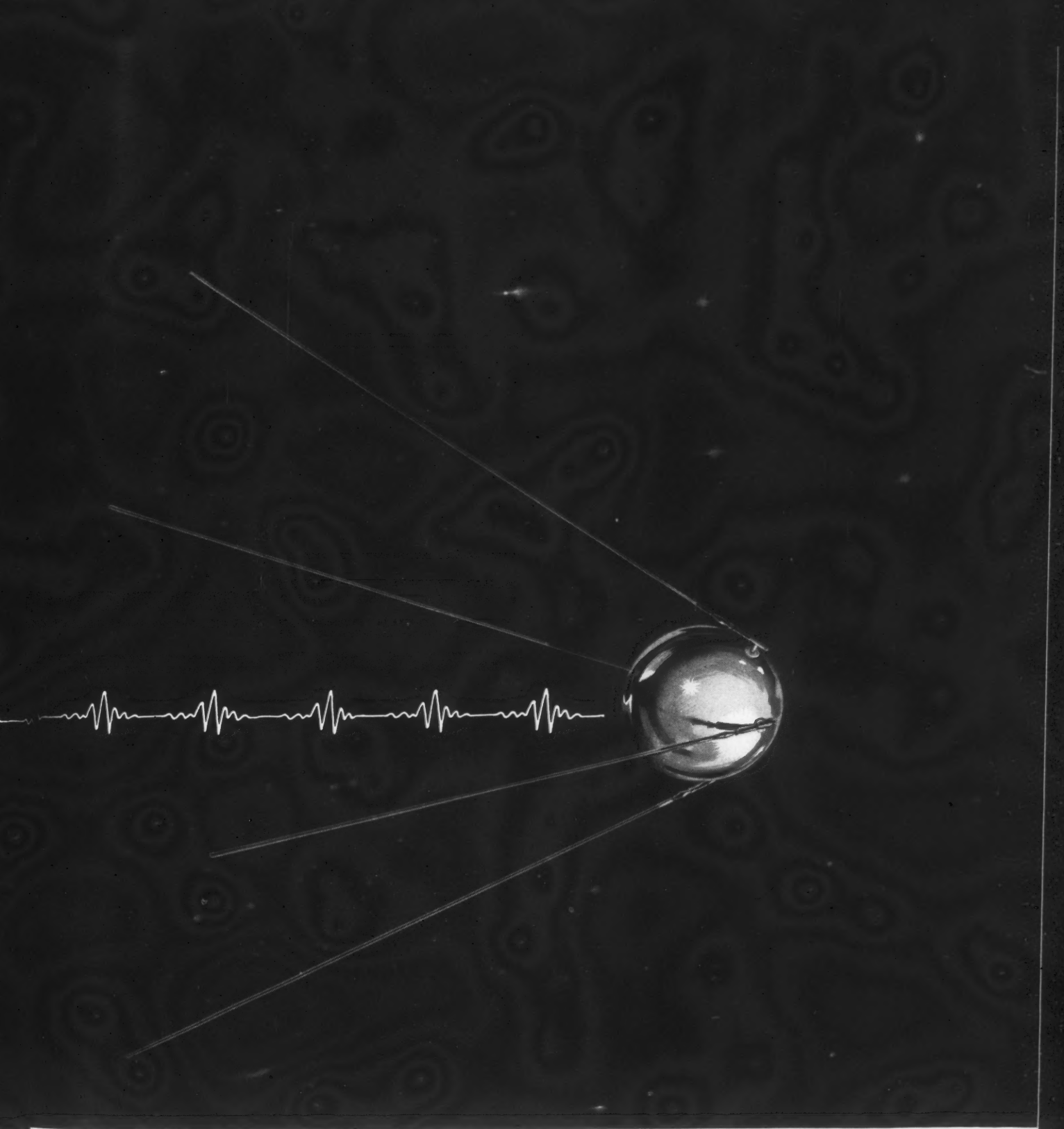
KOA-TELEVISION
NBC IN DENVER

call NBC Spot Sales

SIGNAL FOR A NEWS FLASH

The first faint sounds of Sputnik as it soared through space were heard on NBC. This was one of the year's most important news breaks. More than that, it was dramatic evidence of the spirit which characterizes NBC News today.

At a time when headlines have a special urgency for America, NBC News is providing minute-by-minute coverage of world events unmatched in broadcast journalism for speed, alertness, comprehensiveness and mature interpretation.



This has been evident all through the past months of crisis. For its resourcefulness at Little Rock, Variety called NBC News "a heads-up, hustling, news-digging operation."

Just recently NBC received astonishing evidence of the role it is playing in informing America. During an interview with Nelson Rockefeller on TODAY, Dave Garroway offered a copy of the Rockefeller Study to anyone who would send for it. Following this single announcement more than 200,000 requests for the study were received by NBC.

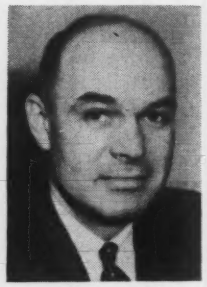
Official recognition came when the annual Sylvania Award for outstanding network news was given to the National Broadcasting Company "because it has taken a big step in 1957 in doing more things and greater things with news."

NBC TELEVISION NETWORK

Three JWT Executives Promoted to New Posts

New top-level executive appointments in J. Walter Thompson Co.'s media department in New York were confirmed Thursday, although a formal announcement had not been made.

Arthur P. Porter, vice president and director of media, will have expanded duties to include specific accounts (he already has been assigned to Chesebrough-Pond's); Richard P. Jones, associate media director, has been named manager of the media department, and Ruth Jones, broadcast and station relations supervisor, takes on the additional post of associate media director.



MR. PORTER

Mr. Porter has been at JWT since December 1954, when he joined as a vice president and director of media. For nine years before that he was with Leo Burnett, Chicago, in subsequent capacities of director of research, account executive and vice president in charge of media. Before his agency association, Mr. Porter was managing director of the Gallup Poll of Canada and had been a contact man for a publishers syndicate.

Mr. Jones was a media buyer at D'Arcy Adv., St. Louis, and at Leo Burnett (starting in 1949). At Burnett he moved up to account executive and in 1954 returned to media as a group supervisor. He joined JWT in 1955 as an associate media director.

First agency post for Miss Jones was as an assistant timebuyer with Benton & Bowles (1945-52), leaving B&B as supervisor on Procter & Gamble broadcast advertising. She then served for three years with Compton Adv. as station relations supervisor and head timebuyer on P&G. She left Compton in November 1955 to become head timebuyer at JWT, and was named later as the agency's broadcast and station relations supervisor.

CAR SALESMAN

A schedule of three tv spots per day, Monday through Friday—6:30 p.m., 8:30 p.m. and 10:30 p.m.—in the top 100 markets will reach 28,257,000 tv homes (72% of all tv homes) and 10,430,000 new-car-owning homes (70% of all new-car-owning homes), Halsey V. Barrett, director of national sales, Television Bureau of Advertising, told the National Automobile Dealers Assn. convention in Miami. Each of these homes, Mr. Barrett claimed, would receive four sales calls per week — a total of 115,854,000 sales calls within five days to 7 out of every 10 tv homes and 41,720,000 sales calls on those new-car-owning homes. Using IDs he said, these sales calls can be made "for less than a dollar per thousand."

Hertz to Up Radio-Tv Spending

A "goodly portion" of Hertz Corp.'s substantially-boosted advertising budget for 1958—up 63% from $2.6 million to $4.25 million—will be allocated to broadcast media on behalf of the company's rent-a-car-system, it was announced last week.

The new budget heralds the firm's entrance into radio and tv on a scale "not heretofore extensively employed," according to Walter L. Jacobs, president.

The exact amount to be spent in broadcast media was not revealed but was understood to be substantial. Campbell-Ewald Co. is the Hertz agency.

Radio-Tv Score High In Talks to Retailers

Radio and tv emerged with high honors at a how-to-do-it seminar for retailers—who normally lean by tradition toward newspapers—at the sixth annual Retail Advertising Conference in Chicago's Palmer House Jan. 18-19.

Perhaps the best endorsement came from Russell Carr, sales promotion manager of Kobacker Stores Inc., Toledo, Ohio. His report on media results from a special "giveaway" event showed how radio and tv both out-showed newspapers.

Walter Schwimmer, president of the film syndication-distribution firm bearing his name and Radio Features Inc., suggested syndicated film shows and successful radio packages as the best buys for local retailers, particularly large stores or retail chains.

Leading retail representatives addressed the two-day meeting, conducted by co-founders Budd Gore, retail advertising manager of the *Chicago Daily News*, and Ralph Heineman, Ralph Heineman Inc. About 150 retailing, media, agency and other representatives attended the sessions. Among other key speakers was Edward H. Weiss, head of the advertising agency bearing his name.

Mr. Carr cited a recent event at Kobacker's during which the store gave away a Mercury automobile, utilizing all media for the special promotion. Waving aside frequency use and other factors, Mr. Carr cited media results, tabulating 48% of the actual registration for the "giveaway" in what he described as a "fair sampling." The results:

For newspapers—A return of 35% for 87% of the budget.

Radio—A 5.4% return for 1.3% of the budget.

Television—14.6% for 4.1% spent.

Direct Mail—13.8% for a cost of 7.6%. (The results were 31.2% registrations for no-cost items—windows, signs, etc.)

Broadcast media, he noted, contributed ratios of about four to one for every budget dollar spent on radio and tv spots, compared to about one to three for newspapers. "On a promotion of this type in the future," Mr. Carr asserted, "more money will be spent on the high-result media . . . radio, tv and direct mail . . . less will be spent on newspapers." He added, "This survey played an important part in determining, line by line, just where we would spend our money to promote the store for the fall."

Mr. Schwimmer suggested that, while tv may be highly expensive for the average retailer, the large department store or retail chain "can handle television and work it successfully into his advertising schedule." He noted tv for the average retailer is "gen-

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

Jan. 28, Feb. 4 (9:30-10:00 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Jan. 27-31, Feb. 3-5 (1:30-2:30 p.m.) *Matinee Theatre,* participating sponsors.

Jan. 28-31, Feb. 3-5 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Jan. 27, Feb. 3 (7:30-8 p.m.) *The Price Is Right,* RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Jan. 28 (8-9 p.m.) *George Gobel-Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Jan. 29, Feb. 5 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Jan. 30 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Jan. 30 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Feb. 1 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Feb. 1 (9-10 p.m.) *Dean Martin Show,* Chesterfield and Oasis cigarettes through McCann-Erickson.

Feb. 1 (10:30-11 p.m.) *Your Hit Parade,* Toni through North and American Tobacco through BBDO.

Feb. 2 (7-7:30 p.m.) *My Friend Flicka,* sustaining.

Feb. 2 (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Son through Needham, Louis & Brorby; Greyhound through Grey Adv., and U. S. Time Corp. through Peck Adv.

Feb. 4 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* RCA Victor through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

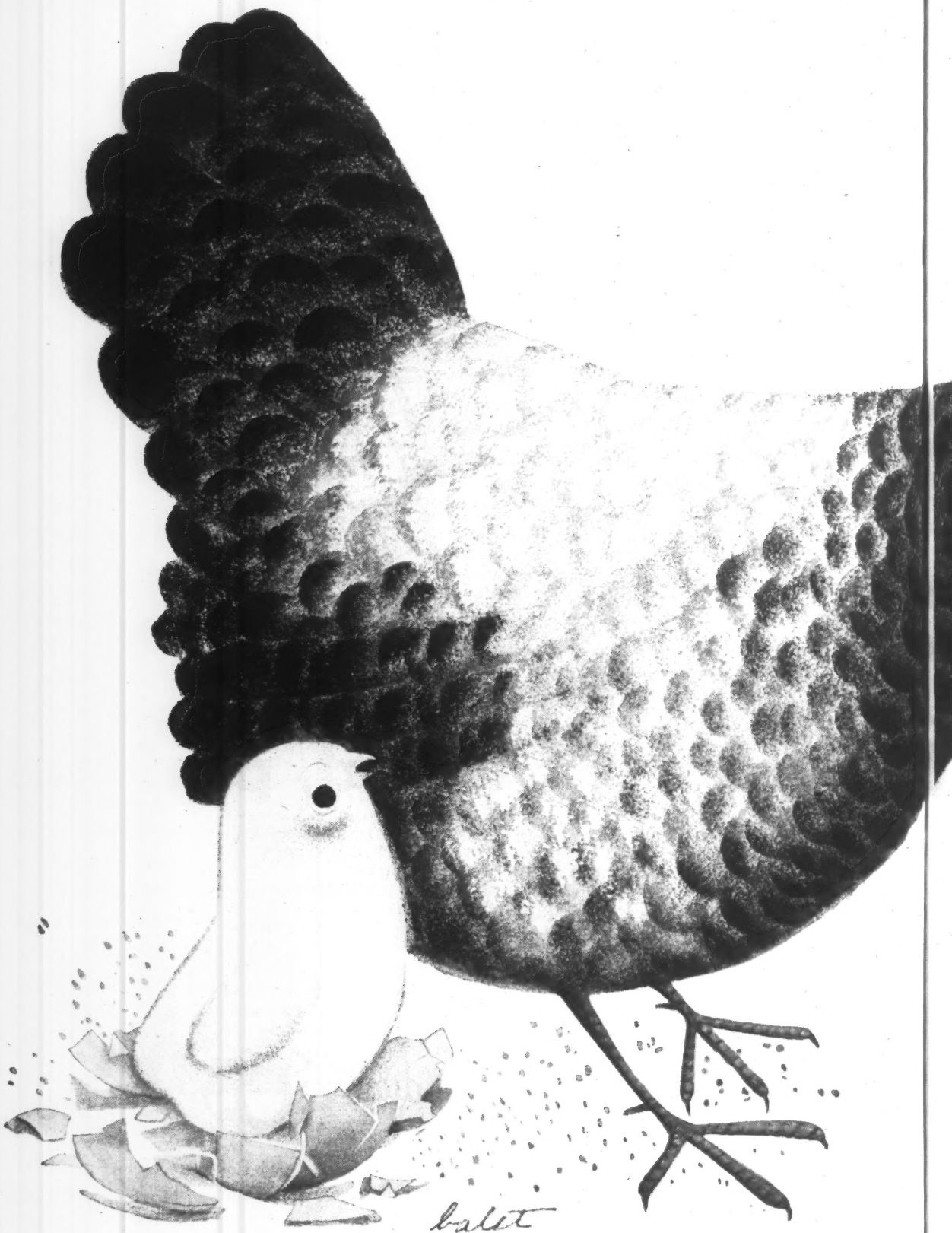
you're covered, pod-nuh!

. . . and you're shooting for complete coverage of
Tidewater, Virginia, including the cities of
Norfolk, Newport News, Hampton, Portsmouth
and Virginia Beach when you use WGH

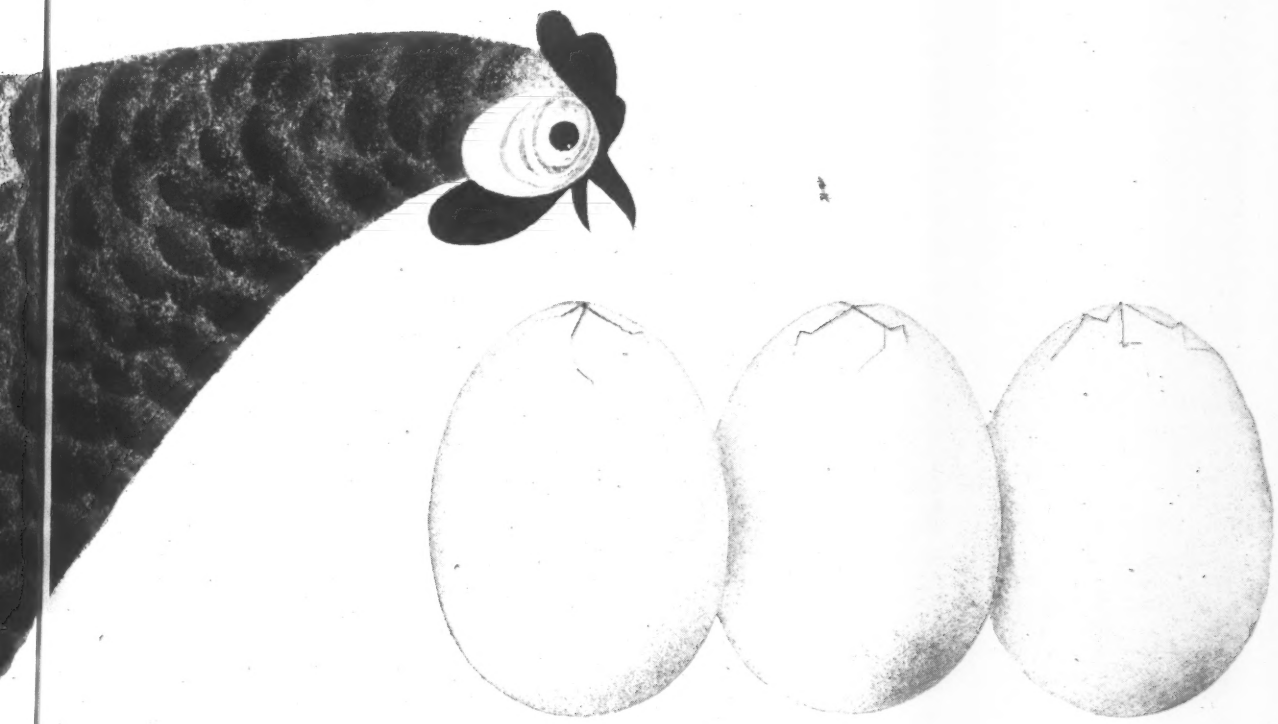
Lasso your John Blair dude

WGH RADIO

Tidewater's BIG Station . . . 5,000 watts — 1310 kc . . . Norfolk, Virginia


balet

who's second?



We at WBBM-TV are anxious as a mother hen to know who's second in Chicago television.

The latest ARB report shows one station in second place. At the same time, another station is ranked second by the Chicago Nielsen Station Index.

But Nielsen, Telepulse, ARB*...all agree on one thing... *WBBM-TV commands first place by a wide margin.* We believe that's what interests you.

Showmanship shows the way in Chicago television. The same *Showmanship* that turns your advertising into *Salesmanship.*

The kind you find only on... **WBBM–TV**

Chicago's Showmanship Television Station—Channel 2

CBS Owned–Represented by CBS Television Spot Sales

*December, 1957

erally not too practical" because of minimum 13-week commitments and high tv time and program costs.

The large retailer's best buy in television, Mr. Schwimmer suggested, is a "good national syndicated show, something that is of proven merit—rather than building his own program, which is fraught with peril." The local client, he felt, shouldn't "gamble on 'homemade' programs but stay with the tried-and-true, big-time filmed syndicated shows that do a real hard-hitting job all over the country and which prove they can bring traffic into your stores."

Mr. Schwimmer reserved most of his comments, however, for radio, noting time is reasonable and "people still listen to radio —not as much as they used to, but during the daytime hours, particulary; millions of women are faithful to the better programs on the better radio stations." Mr. Schwimmer described results obtained by advertisers from his *Tello-Test*, which his company syndicates nationally, as one of the more successful program packages.

In Chicago, Mr. Schwimmer reported, National Food Stores took on S & H green stamps to help increase their business and also bought the *Tello-Test* series for use as a five-minute program, seven times daily. "As a result of this double-barreled campaign," he claimed, "they reported that, at the end of two months, their sales had been increased very substantially."

Radio can be used profitably for local retail advertisers, he explained, if (1) the program cost is reasonable; (2) it gets heavy listenership; (3) it brings in store traffic, and (4) it results in sales increases.

Mr. Weiss complained that so-called motivational research is lost on "many top advertising men" and cited the case of a sales vice president for a $300 million-a-year firm and marketing expert who acknowledged he knew nothing about the subject at all. "MR" has not yet been applied to the retail store field, Mr. Weiss observed, but he described it as a "potential field" for it.

LATEST RATINGS

PULSE

TOP NETWORK PROGRAMS

Tv Report for November

Once-A-Week

Rank		Rating Nov.	Oct.
1.	*Perry Como*	38.2	38.4
2.	*Lucy-Desi Show*	37.9	
3.	*Gunsmoke*	36.3	32.8
4.	*Playhouse 90*	32.9	31.1
5.	*Ed Sullivan*	30.6	
6.	*$64,000 Question*	29.3	30.3
7.	*Danny Thomas Show*	29.0	25.1
8.	*Alfred Hitchcock*	28.9	
9.	*Climax*	28.6	27.0
10.	*GE Theatre*	27.5	
11.	*Burns and Allen*	27.1	25.2
12.	*December Bride*	26.6	24.1
13.	*Red Skelton*	26.3	25.3
14.	*Lineup*	26.1	28.1
15.	*Steve Allen*	25.5	
16.	*Loretta Young*	25.4	
17.	*What's My Line*	25.2	29.4
18.	*$64,000 Challenge*	24.9	
19.	*Wyatt Earp*	24.7	
20.	*Godfrey's Talent Scouts*	24.5	24.1
	Lassie	24.5	
	Twenty-One	24.5	25.6

Multi-Weekly

Rank		Rating Nov.	Oct.
1.	*Mickey Mouse Club*	15.1	13.8
2.	*CBS News—Edwards*	10.8	9.8
3.	*Queen For A Day*	10.0	9.9
4.	*Captain Kangaroo*	9.8	8.3
5.	*Guiding Light*	9.4	9.3
6.	*Art Linkletter*	9.2	9.1
7.	*Search For Tomorrow*	8.7	9.1
8.	*The Price Is Right*	8.6	8.2
9.	*Arthur Godfrey*	8.0	7.8
10.	*Garry Moore*	8.0	

†Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡Homes reached during the average minute of the program.

*Percented ratings are based on tv homes within reach of station facilities used by each program.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen (NBC-150): S. C. Johnson (NL&B), Greyhound (Grey), U. S. Time (Peck). Sun. 8-9 p.m.

Lucille Ball-Desi Arnaz (CBS-194): Ford (JWT), Tues. 9-10 p.m. once-a-month.

Jack Benny (CBS-179): American Tobacco Corp. (BBDO), alt. Sun. 7:30-8 p.m.

Burns & Allen (CBS-114): Carnation Co. (EWR&R), B. F. Goodrich (BBDO), Mon. 8-8:30 p.m.

Captain Kangaroo (CBS-various): participating sponsors, Mon.-Fri. 8-9 p.m.

CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Cheyenne (ABC-99): General Electric (Y&R), alt. Tues. 7:30-8:30 p.m.

Climax (CBS-162): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como (NBC-163): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-178): General Foods (B&B), Mon. 9:30-10 p.m.

DuPont Show of the Month (CBS-135): DuPont (BBDO), Sun. 9-10:30 p.m.

GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Arthur Godfrey (CBS-121): participating sponsors, Mon.-Thurs. 10-11:30 a.m.

Godfrey's Talent Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R) alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds Tobacco (Esty), Wed. 9:30-10 p.m.

Lassie (CBS-90): Campbell Soups (BBDO), Sun. 7-7:30 p.m.

Lineup (CBS-162): Brown & Williamson (Gates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Art Linkletter (CBS-144): participating sponsors, Mon.-Fri., 2:30-3 p.m.

Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.

Garry Moore (CBS-116): participating sponsors, Mon.-Thurs. 10-10:30 a.m., Fri. 10-11:30 a.m.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Dec. 8-Dec. 21, 1957

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Gunsmoke*	17,716
2.	*Perry Como Show*	16,356
3.	*Ed Sullivan Show*	15,038
4.	*Jack Benny Show*	14,791
5.	*Steve Allen Show*	14,544
6.	*Tales of Wells Fargo*	14,502
7.	*I've Got a Secret*	14,502
8.	*GE Theatre*	14,338
9.	*Alfred Hitchcock Presents*	14,132
10.	*Dupont Show of the Month*	14,090

Rank		% Homes*
1.	*Gunsmoke*	44.1
2.	*Perry Como Show*	40.8
3.	*Ed Sullivan Show*	37.2
4.	*Jack Benny Show*	36.7
5.	*Tales of Wells Fargo*	36.5
6.	*Steve Allen Show*	36.2
7.	*GE Theatre*	35.9
8.	*I've Got a Secret*	35.7
9.	*Alfred Hitchcock Presents*	35.6
10.	*Cheyenne*	35.5

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	16,851
2.	*Jack Benny Show*	13,637
3.	*Tales of Wells Fargo*	13,555
4.	*I've Got a Secret*	13,514
5.	*GE Theatre*	13,266
6.	*Danny Thomas Show*	13,225
7.	*Alfred Hitchcock Presents*	13,184
8.	*Perry Como Show*	12,813
9.	*Wyatt Earp*	12,648
10.	*$64,000 Question*	12,648

Rank		% Homes*
1.	*Gunsmoke*	42.0
2.	*Tales of Well Fargo*	34.1
3.	*Jack Benny Show*	33.8
4.	*I've Got a Secret*	33.3
5.	*GE Theatre*	33.2
6.	*Alfred Hitchcock Presents*	33.2
7.	*Danny Thomas Show*	32.9
8.	*Wyatt Earp*	32.5
9.	*Perry Como Show*	31.9
10.	*Have Gun, Will Travel*	31.7

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.

Price Is Right (NBC-188): participating sponsors, Mon.-Fri. 11:00-11:30 a.m.

Queen for a Day (NBC-152): participating sponsors, Mon.-Fri. 4:30-5 p.m.

Search for Tomorrow (CBS-129): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

$64,000 Challenge (CBS-117): Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Red Skelton (CBS-190): Pet Milk (Gardner), S. C. Johnson (FC&B) alternating, Tues. 9:30-10 p.m.

Ed Sullivan (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Twenty-One (NBC-150): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

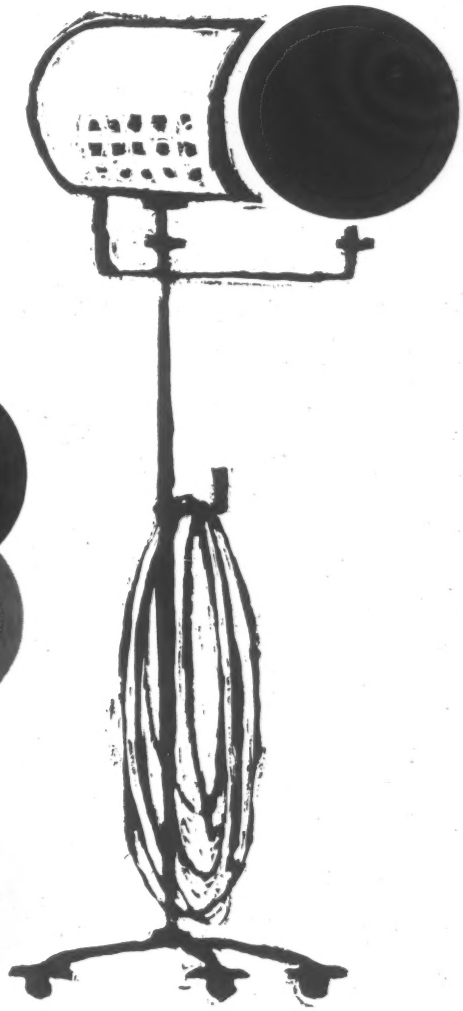
Wells Fargo (NBC-147): Buick (Kudner), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

What's My Line? (CBS-157): Helene Curtis (M-E), Remington Rand (Y&R), Sun. 10:30-11 p.m.

Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

AMERICA LIKES TV—AND TV GUIDE



In 10 years the people behind the screen who make TV tick have done quite a job. Today, there are more than 100 million televiewers and 40 million TV sets —and the number of both is going up.

Acceptance of the "fabulous infant" has been nationally contagious—and nothing is more indicative of TV's impact than the ascendancy of TV GUIDE.

Although only half as old as the medium it mirrors, America's Television Magazine has become the byword (often the last word) in the TV home. By capturing in print the excitement of TV's people and programs it has become the authoritative voice of television for more than 14 million viewers.

It now receives one of the rarest tributes a magazine can earn: 6,000,000 weekly circulation.

Its circulation performance is unequalled in publishing: five consecutive million-or-more per year gains.

TV GUIDE's outlook—like that of TV—is bright; it is clear both have a look America likes.

TV GUIDE

America's Television Magazine

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

VERIFICATION • Hudson Vitamin Corp., N. Y., has signed as first sponsor in Mutual's new post-midnight programming period [CLOSED CIRCUIT, Jan. 13] buying 12:05-12:30 a.m. and 12:35-1 a.m. segments of *The Barry Gray Show* (Mon.-Fri.) starting last week. Contract is for 13 weeks. Agency: Pace Adv., N. Y.

ADDED 'IMPACT' • Grove Labs. Inc., St. Louis, has added ten "Impact" segments to its schedule on CBS Radio, starting Feb. 4. Agency is Cohen & Aleshire, N. Y.

'SWINGING' BUY • Texas Co. (Texaco), N. Y., will sponsor special, "Swing Into Spring," to be seen April 9 in color on NBC-TV 9-10 p.m. Show is designed to "recreate the music, moods and dances of the swing era of 1935-45," according to Texaco's advertising director Ben Halsell. Benny Goodman and his band will star in program. Cunningham & Walsh, N. Y., Texaco's agency, is producer of show in association with William Morris Agency. Charles Dubin, who staged recent General Motors anniversary show, will direct.

HOOP SCOOP • Illinois Bell Telephone Co. has signed to sponsor finals of state high school basketball tournament on 11-station regional tv network Mar. 21-22.

Tournament, which is being televised regionally for seventh consecutive year, will be held at Huff Gymnasium in Champaign-Urbana and is expected to reach estimated tv audience of 2.5 million viewers.

After a three-station coverage of quarter finals Mar. 21, tournament windup will be carried on these 11 stations Mar. 22: WBKB (TV) Chicago, WCIA (TV) Champaign, WDAN-TV Danville, WTVP (TV) Decatur, WGEM-TV Quincy, WTVO (TV) Rockford, WHBF-TV Rock Island, WEEK-TV Peoria, WEEQ-TV La Salle, WICS (TV) Springfield, and KETC (TV) St. Louis.

PLAY BALL • Gunther Brewing Co. will sponsor entire television schedule of Baltimore Orioles baseball team during 1958 season on WJZ-TV Baltimore. Station reports it is first time whole schedule will be carried on one channel. WJZ-TV will pick up all Baltimore games, carry all televised road games—more than 50 games in all. Agency for Gunther: Lennen & Newell, N. Y.

LEVER BUSINESS • Pepsodent Div. of Lever Bros. (Dove soap) signed last week for two-week campaign on four American Broadcasting Network's musical programs. Dove agency, Ogilvy, Benson & Mather, N. Y., placed participations on following: *Herb Oscar Anderson Show* (Mon.-Fri. 10-10:55 a.m.); *Jim Reeves Show* (Mon.-Fri. 1-1:55 p.m.); *Jim Backus Show* (Mon.-Fri. 2-2:55 p.m.), and *Merv Griffin Show* (Mon.-Fri. 7:15-8:55 p.m.). Lever, for Breeze, previously had ordered participations on ABN's Don McNeill's *Breakfast Club* (Mon.-Fri. 9-10 a.m.) as well as on Anderson, Backus and Reeves shows.

DAYTIME BUYS • Three advertisers placed new and renewed orders totalling almost $2.5 million in gross revenue with NBC-TV. The Drackett Co. (Windex, Drano), Cincinnati, ordered second quarter-hour segment of *The Price is Right* (Mon.-Fri. 11-11:30 a.m.), first quarter-hour segment of *It Could Be You* (Mon.-Fri. 12:30-1 p.m.) and third quarter-hour segment of NBC *Matinee Theatre* (Mon.-Fri. 3-4 p.m.) —all on alternate Fridays starting Mar. 7, and quarter-hour segments of *Treasure Hunt* (Mon.-Fri. 10:30-11 a.m.) and *Queen for a Day* (Mon.-Fri. 4-4:45 p.m.)—both on alternate Wednesdays starting Mar. 12. All are for 52 weeks through Young & Rubicam, N. Y.

S. C. Johnson & Son, Racine, Wis., through Needham, Louis & Brorby, Chicago, has ordered 16 quarter-hours on NBC-TV's daytimers on four February dates. Sandura Co. (floor, wall coverings), Philadelphia, through Hicks & Greist, N. Y., purchased second quarter-hour of *The Price Is Right,* has extended its sponsorship of second quarter-hour of *Queen for a Day*. Both buys on alternate Mondays are for 13 weeks effective Feb. 24.

PABST AND PALS • News and reviewing on NBC radio: Pabst Brewing Co., Chicago, through Norman, Craig & Kummel, N. Y., ordered co-sponsorship of two George Gobel and Ed Gardner *Monitor* segments on 42 weekends over a 52-week period, plus 20 five-minute segments a weekend and 10 weekly participations in nighttime programs during same 42-week period. Pabst order also includes 12 weekend participations in *Monitor* for other 10 weeks of year. RCA, through Kenyon & Eckhardt, also has signed to sponsor 20 five-minute segments of George Gobel and Ed Gardner weekly in *Monitor* for 20 weeks effective immediately.

Renewals were made by Brown & Williamson, Louisville, and Bristol-Myers, N. Y., for 52 weeks of *NBC News-on-the-Hour* and Sun Oil, Philadelphia, for 26 weeks of *Three Star Extra.* Agencies, all N. Y.: Ted Bates for B&W, Young & Rubicam for Bristol-Myers and Erwin Wasey, Ruthrauff & Ryan for Sun Oil.

A&A SHORTS

Stromberger, LaVene, McKenzie, L. A., to move in March to 12th floor of new Tishman Bldg., 3325 Wilshire Blvd., tripling space occupied now at 600 S. Lafayette Park Pl.

Johnson & Lewis Adv., L. A., has moved to 1680 N. Vine St. Telephone: Hollywood 5-7105.

Publicis Corp., newly-created affiliate of Publicis S. A., advertising agency in Paris, has moved into New York quarters at 610 Fifth Ave.

AGENCY APPOINTMENTS

Burlington Industries Inc. (textiles), N. Y., has named J. M. Mathes Inc. there as agency for its institutional advertising, effective March 1.

Transogram Co., N. Y., manufacturer of toys and games, has appointed Wexton Co., that city.

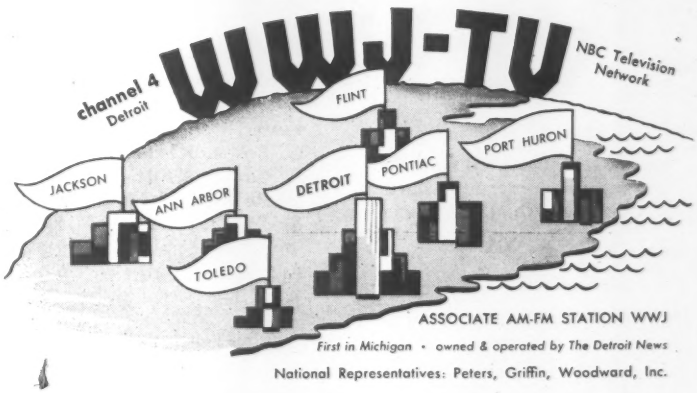
Top-Wip Inc., producer of low calorie whipped cream, has appointed Campbell-Mithun, Los Angeles.

McKale's Service Stations (owns and operates 44 service stations in Seattle, Portland, Ore., and San Francisco) appoints Botsford, Constantine & Gardner, Seattle.

THEY brought a private eye back to the public eye as *Richard Diamond, Private Detective,* absent from tv since summer, went on for P. Lorillard Co. (Kent, Newport cigarettes), Thursdays, 8-8:30 p.m. EST, over CBS-TV. Arrangements are sealed by Lewis Gruber (second from r), president of P. Lorillard, and William H. Hylan, CBS-TV vice president, as Manuel Yellen (l), Lorillard vice president and director of advertising and marketing, and Adolph Toigo, president of Lennen & Newell, Lorillard's agency, look on.

SYMBOLS OF BELIEVABILITY

Believable as the trees, the lake, the sky—that is WWJ-TV in Detroit. Here, acknowledged leadership and prestige give every advertiser a priceless advantage, create for every product a cordial acceptance that quickly leads to sales.



WHAT THE BOARDS DID IN PHOENIX

- **Tv board ends 5-year tv circulation project**
- **Radio group gears for new ASCAP negotiations**

NAB's Radio and Television Boards of Directors took a close look at a number of key industry problems last Wednesday and Thursday in Phoenix. The Joint Board of Directors met Friday (see page 9).

The main Tv Board actions:

• Abandoned five-year effort to set up tv circulation audit, proposed as county-by-county picture of tv audience, but decided to give members the benefit of research studies (see below).

• Reiterated stand against introduction of pay tv into the broadcast band.

• Reaffirmed Tv Code Review Board's call for review of any proposals to use subliminal perception techniques on the air.

The Radio Board:

• Voted to spark an all-industry study of music copyright problems in view of Dec. 31, 1958, expiration of ASCAP contracts.

• Decided to change annual Radio Week into month-long (May) celebration.

• Heard a research report evaluating current methods of measuring radio audience and suggesting ways of improving present techniques.

The Joint Board was given a $974,000 budget for the fiscal year starting April 1, $22,000 above the present budget.

The joint directors reviewed plans for the April 27-May 1 convention as well as a proposal for complete overhaul of NAB meeting schedules starting in 1959 (story below).

The group urged the NAB membership to support bills in the House of Representatives allowing microphones and cameras at House proceedings and heard Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee, outline plans for industry participation in the Feb. 24-25 meeting of the American Bar Assn. House of Delegates (story, page 66). Mr. Swezey urged broadcasters to encourage the fullest flow of information consistent with national security and the privilege of personal privacy. He stressed the importance of membership steps to give the industry's side of the story to the House Rules Committee.

New Meeting Procedures Put Up to Joint Board

A plan to overhaul NAB's convention and regional meeting procedure starting in 1959 was submitted to the association's Joint Board of Directors at its meeting last week in Phoenix, Ariz. (see page 9).

This "radical revision" of the association's meeting format was offered by a special committee which conducted a study of the problem. The group investigated numerous complaints that the abundance of industry meetings imposes a severe drain on the time of management and staff personnel. It also looked into details of programming, coming up with these changes:

• The Management Conference will be limited to ownership and management delegates.

• The Engineering Conference will precede the management session.

• Exhibits will be confined to the engineering meeting and will be limited to heavy equipment.

• Autumn regional meetings will be programmed to meet the needs of department heads in such areas as sales, programming, news and promotion.

• Light equipment and services (film, transcription, syndicates) will exhibit at the eight regional meetings instead of at the annual convention.

These changes, it was felt, would meet complaints that annual industry meetings are too cumbersome, having a gross attendance of 4,500. The limit on attendance would cut this figure to about 1,000, the committee believed, and save both staff time and heavy travel expense.

NAB's convention committee in charge of detailed planning for the 1958 convention in Los Angeles, April 27-May 1, meets today (Monday) at the Biltmore Hotel, that city, to review programming and arrangements for the concurrent Broadcast and Engineering Conferences. Both the Biltmore and Statler Hotels will be utilized for the meetings and exhibits. The plan to revamp the whole convention setup does not apply to the 1958 convention and regional sessions.

Southern California Broadcasters Assn. will take part in today's committee meeting to report on convention social features.

The special committee on future conventions, named last spring, includes John E. Fetzer, WKZO-TV Kalamazoo, and Merrill Lindsay, WSOY Decatur, Ill., respective Tv and Radio Board chairmen; W. D. Rogers, KDUB-TV Lubbock, Tex., and J. Frank Jarman, WDNC Durham, N. C., respective board vice chairmen; Alex Keese, WFAA Dallas; C. Howard Lane, KOIN-TV Portland, Ore.; Robert T. Mason, WMRN Marion, Ohio, and James D. Russell, KKTV (TV) Colorado Springs, Colo.

Messrs. Rogers and Jarman are co-chairmen of the 1958 convention arrangements committee. Other members include Messrs. Fetzer, Lindsay, Lane and Russell; Thomas C. Bostic, KIMA Yakima, Wash.; William C. Grove, KFBC Cheyenne, Wyo.; Robert O. Reynolds, KMPC Hollywood, and Harold P. See, KRON-TV San Francisco.

NAB's Circulation Audit Killed By Tv Board Vote

NAB's five-year development of an industry-wide tv circulation audit perished last week in the Phoenix, Ariz., meeting room of the association's Tv Board.

This elaborate project, designed to show television's circulation and coverage on a nationwide basis, was the victim of a membership survey that showed strong objection to an industry-wide operation.

The nonprofit project, somewhat resembling the old Broadcast Measurement Bureau idea, would have covered every county in the U. S. It had an estimated first-year budget of about $1 million.

The years and dollars devoted to the study will not be entirely wasted, the Tv Board indicated Thursday, announcing it would make available to member stations and networks its new technique for measurement of tv average-day and average-week circulation on a county-by-county basis.

Campbell Arnoux, WTAR-TV Norfolk, Va., chairman of a special circulation study committee and one of the original sponsors of the audit idea, told the board "the basic research job accomplished can be of real value to the industry and to individual members." His committee submitted a negative report on the industry-wide project.

NAB will issue a detailed description of research specifications and surveying techniques developed during the years of planning. This will be prepared by the research subcommittee headed by Hugh M. Beville, NBC vice president, aided by Richard M. Allerton, NAB research manager. The method utilizes a telephone questionnaire technique. It establishes 15 minutes or more of continuous viewing as a unit of circulation.

NAB research into the idea involved development of a special type of meter used on home tv receivers. The meters were used to check the accuracy of the interviewing technique.

First signs of industry opposition to the circulation audit developed last autumn during the association's regional meetings. Numerous broadcasters said they didn't like the idea of paying for a survey that would show coverage of stations not contributing to the project. Others felt a survey that didn't mention all call letters wouldn't be of much use to timebuyers.

Research developments at last week's board meeting included a report to the Radio Board on "Radio Audience Measurement." It was prepared by Robert T. Bower, director of the Bureau of Social Science Research, Washington, for the NAB Radio Research Committee. E. K. Hartenbower, KCMO Kansas City, presented the report as committee chairman.

The Bower report reviews basic requirements of radio audience measurement and methods of measuring coverage. It pointed to the need of combining out-of-home data with in-home coverage and the use of individuals as the unit of measurement.

"The person listening to the radio out of the home is acting as an individual," the report said in objecting to the use of the household unit in radio audience research. "Even though he is a member of the household, only he, or a device attached to a radio where he is, can report his behavior. Obviously, any valid out-of-home measurement must collect data concerning the individual who has done the listening. Second-reports showing who else was listening cannot be used for this audience. Total radio audience measurement calls for a sample of households in which all members of the

help! stop! please! be patient, friends!

(AND OTHER OUTCRIES)

I'm embarrassed. I'm sorry. I'm flooded with enquiries. I'm appealing for help, patience, charitable forbearance, and other tender mercies.

I thought we'd get about half a dozen enquiries about our ad about the Silver Dollar program in the December 23rd issue of Broadcasting. After all, how many people read ads on Christmas Eve, practically.

I couldn't have been wronger if I'd picked the Browns to beat tne Lions.

This is a small sample of the flood of responses to the ad. Up to now, I'm just barely keeping my nose above the flood of enquiries, and if the flood gets any higher, they'll have to send helicopters. This would be a *terrible* disgrace to dry, balmy Georgia.

all I can say is:

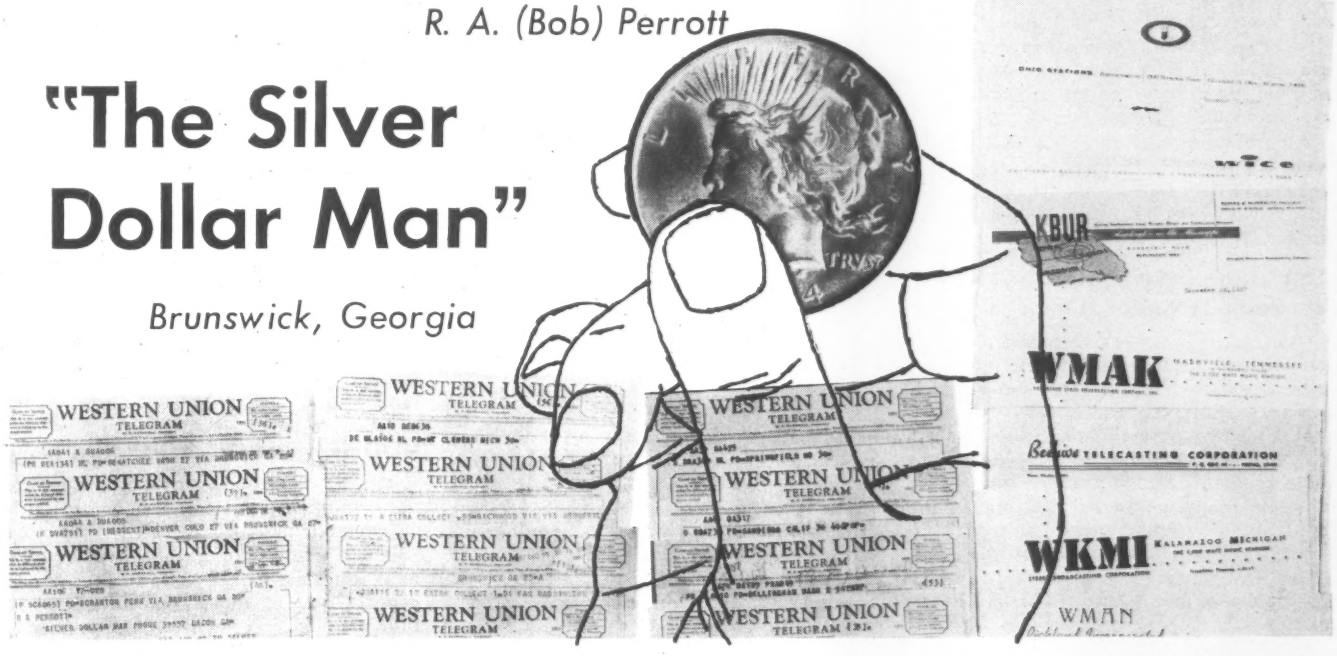
1. *Thanks for your interest.*
2. *Please, please be patient, until we can get around to giving you the complete details.*

believe me, it's worth waiting for.

R. A. (Bob) Perrott

"The Silver Dollar Man"

Brunswick, Georgia



household are contacted and in which data is collected from each individual, including his out-of-home listening."

The report offers suggestions for radio research inquiry though it does not prescribe a specific program of study.

Radio Board Maps Campaign For New ASCAP Negotiations

An industry-wide move to study the music copyright situation will be started May 1 by radio stations, The radio copyright contract with ASCAP expires next Dec. 31, a year later than the just-renewed tv music pact.

Scene of the radio project will be the NAB annual convention in Los Angeles, which starts Sunday, April 27, and winds up the following Thursday, May 1. The plan resembles that of tv stations, which set up an industry-wide move during the 1957 NAB (then NARTB) convention.

The radio plan was announced last Wednesday during the NAB Radio Board meeting in Phoenix, Ariz., by Merrill Lindsay, WSOY-FM Decatur, Ill., radio chairman. He said the board has set aside time for an all-radio industry discussion of music licensing. All radio stations are invited to attend, whether or not they belong to NAB.

The radio group decided to schedule a month-long coast-to-coast radio celebration to succeed last year's National Radio Week. The idea of a full month of events originated last spring in Philadelphia. May was selected for the 1958 celebration. NAB, Electronic Industries Assn., Radio Advertising Bureau and National Appliance & Radio-Tv Dealers Assn. will sponsor the event jointly.

The board heard a Washington legislative report by Vincent T. Wasilewski, NAB government relations manager, on proposals to overhaul the copyright law. He listed arguments on behalf of the present copyright notice on all documents and the 28-year copyright term. Douglas A. Anello, NAB chief attorney, reviewed radio legal problems and told of the threat of local advertising tax proposals.

A. Prose Walker, NAB engineering manager, discussed progress of the association's program for remote control of transmitters and automatic logging.

Reports were received by the board from these committee chairmen: finance, Alex Keese, WFAA Dallas; am, F. C. Sowell, WLAC Nashville, Tenn., and fm radio, Ben Strouse, WWDC-FM Washington.

NAB Adopts Symbols For Radio Standards

NAB acted last week to broaden station and network adherence to the industry's rules of self-government—the Radio Standards of Good Practice and the Tv Code.

Meeting Wednesday at Phoenix, Ariz., the NAB Radio Board adopted visual and audio symbols of good practice for the use of stations and networks adhering to the standards.

The Tv Board, meeting Thursday, heard a review of Tv Code developments. The Tv Code Review Board reported it had monitored nearly 21,000 programs in the past year and timed a quarter-million individual commercials put on the air by two-thirds of the code subscribers in the past three years. The report was submitted by Edward H. Bronson, tv code affairs director, on behalf of William B. Quarton, WMT-TV Cedar Rapids, Iowa, code board chairman.

This year, Mr. Bronson said, the code board plans to check all remaining subscriber stations and to start a second round of checks. More attention will be given qualitative aspects of advertising as well as programming, he added. Only five of the 116 tv stations monitored in 1957 were found "in substantial disconformity" with the code, he reported. Of these, three agreed to change their policies and discussions are under way with the other two.

A shield incorporating a lightning streak and heraldic trumpet will be used as visual identification of adherence to the radio standards, the Radio Board decided. It will be supplied in plaque form and mats will be provided for use on letterheads and promotional material. Worth Kramer, WJR Detroit, chairman of the committee that developed the symbols, said an audio symbol had been devised "to be as synonymous with the visual as possible." The audio symbol includes music arranged and orchestrated by Percy Faith of CBS. The music is martial and heraldic in nature.

The visual radio symbol includes the association's name and the legend, "A Good Practices Station." The audio symbol will be provided with music alone so stations can produce an announcement using their own announcers. Promotion kits will be sent stations that sign a radio standards pledge.

The pledge specifies adherence to the principles of the standards in operation of stations, display of the visual symbol and broadcast of the audio symbol, and loss of display and broadcast rights in case of resignation from NAB or voluntary decision not to abide by the principles of the station.

On the symbols committee with Mr. Kramer were Carleton Brown, WTVL Waterville, Me.; Frank Gaither, WSB Atlanta, and Cliff Gill, KBIG Avalon, Calif.

NEW NAB BUDGET

A new NAB budget of $974,000 was submitted last week to the NAB Joint Board of Directors, meeting in Phoenix, Ariz. (see page 60). The figure is $22,000 above the budget for the current fiscal year, which ends March 31.

Net estimated income of $995,000 includes radio (am and fm) station dues of $570,770; tv, $318,000; and sums from networks, associate members, the tv code, interest and miscellaneous sources. Excess of income over expenses is estimated at $20,000.

The tv fund, separate from the general fund, anticipates net income of $472,000, about $6,000 above the current fiscal year. This is based on dues from 319 stations. Of the tv total, $318,000 was allocated to the NAB general fund.

The budget specifies $125,577 for the NAB Tv Code, about the same as the current sum.

Outgoing NAB Directors Honored at Phoenix Meet

Three members of the NAB board ineligible to run for re-election when their terms expire in April were guests of honor at a reception held Thursday by the directors at their Phoenix, Ariz., meeting. They were John M. Outler Jr., recently retired from WSB-AM-TV Atlanta; W. D. Rogers Jr., KDUB-TV Lubbock, Tex., and James H. Moore, WSLS Roanoke, Va.

Three directors were absent from the Phoenix board meeting, including Robert Eastman, ABN; Paul Roberts, MBS, and Frank M. Russell, NBC-TV. E. J. DeGray, ABN, substituted for Mr. Eastman. Robert S. Hurleigh, MBS Washington, sat in for Mr. Roberts, and Charles R. Denny, NBC's Radio Board member, filled in for Mr. Russell on the Tv Board.

Other board members at Phoenix were:

Radio Board—Daniel W. Kops, WAVZ New Haven, Conn.; Simon Goldman, WJTN Jamestown, N. Y.; Donald W. Thornburgh, WCAU Philadelphia; Hugh M. Smith, WCOV Montgomery, Ala.; F. C. Sowell, WLAC Nashville, Tenn.; Robert T. Mason, WMRN Marion, Ohio; Edward F. Baughn, WPAG Ann Arbor, Mich.; William Holm, WLPO La Salle, Ill.; Ben Sanders, KICD Spencer, Iowa; Ray Eppel, KORN Mitchell, S. D.; Robert L. Pratt, KGGF Coffeyville, Kan.; Alex Keese, WFAA Dallas; George C. Hatch, KALL Salt Lake City; J. G. Paltridge, KABC Los Angeles; Robert O. Reynolds, KMPC Los Angeles; Tom Bostic, KIMA Yakima, Wash.; Harold Hough, WBAP Fort Worth; J. Frank Jarman, WDNC Durham, N. C., board vice chairman; Todd Storz, Storz Stations; William C. Grove, KFBC Cheyenne, Wyo.; J. R. Livesay, WLBH Mattoon, Ill.; Ben Strouse, WWDC-FM Washington; Merrill Lindsay, WSOY-FM Decatur, Ill., board chairman; Arthur Hull Hayes, CBS Radio.

Tv Board—John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman; Henry B. Clay, KTHV (TV) Little Rock, Ark.; C. Wrede Petersmeyer, Corinthian Stations; J. J. Bernard, KTVI (TV) St. Louis; Willard E. Walbridge, KTRK-TV Houston; Joseph E. Baudino, Westinghouse Broadcasting Co.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Portland, Ore.; Harold P. See, KRON-TV San Francisco; James D. Russell, KKTV (TV) Colorado Springs; Alfred Beckman, ABC-TV, and William B. Lodge, CBS-TV.

VOD Winners to Visit Capital

The 52 state and territorial winners for the 11th annual Voice of Democracy scriptwriting competition, selected from over 750,000 high school entrants, will be taken to Washington Feb. 8-11 for a four-day all-expense tour of the Nation's Capital. The four national co-winners will be announced

at an awards luncheon. They will receive $500 scholarships. The contest is sponsored jointly by NAB, EIA and the U. S. Junior Chamber of Commerce.

Georgians Announce Agenda For 13th Annual Session

Broadcasters representing Georgia stations and other industry segments will take part in the 13th annual session of the Georgia Radio & Television Institute, to be held Jan. 30-31 at Athens. Georgia Assn. of Broadcasters co-sponsors the meeting with the U. of Georgia's Henry W. Grady School of Journalism.

Former institute chairmen will be honored at a dinner to be given Jan. 29 by Di-Gamma Kappa, university broadcasting fraternity. John W. Owen, Southern Bell district manager, will be dinner host. Ernest Rogers, *Atlanta Journal*, will be speaker.

Speakers at the institute include Walter Cronkite, CBS newsman; Kevin B. Sweeney, president of Radio Advertising Bureau; Robert R. Feagin, WPDQ Jacksonville, Fla.; H. Moody McElveen Jr., WNOK-TV Columbia, S. C., and Henry M. Bussey II, WSPA Spartanburg, S. C.

Georgia broadcasters will bring selected high school students as guests. George W. Patton, WBML Macon, is institute chairman. On the arrangements committee are L. H. Christian, WRFC Athens; James Hicks, WRDW Augusta; George Oliviere, WGST Atlanta, and Mrs. Esther Pruett, WTOC Savannah. John W. Jacobs, WDUN Gainesville, is GAB president. A series of panel discussions will cover programming, copy and traffic, local news and sports, promotion, advertising and public relations and broadcast sales.

Promotions, Civic Observances Set for Farm Broadcasting Day

Proclamations recognizing Feb. 1 as Farm Broadcasting Day are being issued by governors and mayors in all parts of the nation. Over 1,000 radio and tv stations have received promotion kits prepared by NAB as a salute to the day. Cooperating organizations are NAB, the U. S. Dept. of Agriculture and the National Assn. of Tv and Radio Farm Directors.

Secretary of Agriculture Ezra Taft Benson saluted farm broadcasters, saying in a recorded statement that "the public, and especially farm people, owe a great debt of gratitude to the farm broadcasting profession. From my own personal experience as a farmer, I know how much farmers depend upon day-to-day broadcasts on market trends and quotations, community meetings, weather forecasts and storm warnings, news of scientific developments . . . and explanations of our national farm program policy.

"Farmers now, more than ever, need access to good farm radio and television service. We're in the midst of a technological revolution in agriculture. As a result farmers today need lots of capital and a wide variety of know-how to bring their farms to peak efficiency."

Theme of the observance is "Farm Broadcasting Serves Rural America."

a new pattern for variety in afternoon and late night programming

AFTERNOON: *90 minutes of comedy: Monday through Friday. One time only rate, $60. No additional charge for live demonstrations.*

STU ERWIN . . . . . 1:00 p.m.
BEULAH . . . . . 1:30 p.m.
OUR MISS BROOKS . . . . 2:00 p.m.

LATE NIGHT: *a new live pattern for late night programming:*

Nightcap
(live): contemporary jazz, with Charlie Byrd.
Sunday, 11:25 p.m.— 12:15 a.m.
one time only, flat, $80*

Mystery Theater:
the cream of the whodunit movies.
Monday, 11:20 p.m.— conclusion
one time only, $60

Night Show:
tops in feature films.
Tuesday, 11:20 p.m.— conclusion
one time only, $60

Bowling
(live): Washington's top keglers compete.
Wednesday, 11:20 p.m.— 12:20 a.m.
one time only, flat, $80*

Town & Country Time
(live): country and western music with Elton Britt.
Thursday, 11:20 p.m.— 12:20 a.m.
one time only, flat, $80*

Promenade
(live): popular music and studio dancing party.
Friday, 11:20 p.m.— 12:20 a.m.
one time only, flat, $80*

*no additional charge for live demonstrations

wmal-tv abc
maximum power on channel 7 WASHINGTON, D.C.
AN EVENING STAR STATION | for full availability information, check H-R Television, Inc.

NAEA RAKES TV OVER THE COALS

- **Hits rising costs, 'imbalanced' coverage, rating claims**
- **Calls for research to boost print's competitive costs**

Television has had it—particularly network tv. It might just as well cede advertising (and entertainment) supremacy to newspapers now.

Print salesmen, who know a good opportunity when they happen upon it, seized the initiative from Madison Ave. agency buyers last week and mounted their own frontal attack on television costs [LEAD STORY, Jan. 13].

Members of the Newspaper Adv. Executives Assn. alternately added fuel (and a good deal of fat) to the tv cost controversy and raked the visual medium over the competitive coals at their annual Chicago convention. Delegates met Monday through Wednesday in the Edgewater Beach Hotel.

As advertised, newspaper salesmen, lead by the American Newspaper Publishers Assn's bureau of advertising, raised several charges, some old, some new and all scathing. Perhaps the newest—and most damaging—was the implication left by a Hearstman—H. James Gediman, executive vice president of Hearst Adv. Service Inc.—that high television costs are responsible for sapping the profits of the country's top 100 companies, despite the pattern of rising sales (see story, page 66).

Newspaper speakers, paradoxically, also had a few unkind words about advertisers and their agencies, and did some soul-searching within their own ranks.

Charles T. Lipscomb Jr., president of ANPA's bureau of advertising, called for stronger research efforts to prove that newspaper space produces more sales per dollar of advertising cost than do other media.

"The one most serious problem in selling national newspaper advertising," he suggested, "is that many agencies and national advertisers today believe that newspaper advertising is considerably more expensive than television, radio, magazines or supplements."

On the basis of 1956 figures supplied by Mr. Lipscomb last Monday, total advertising volume was approximately $10 billion, with newspapers getting $3.2 billion and radio-tv-outdoor about $3 billion including $1.2 billion in tv.

Nearly $4 billion went into direct mail and other miscellaneous media, he reported. Additionally, newspapers got 60% of all local advertising ("nearly four million U. S. retailers invest about $2.5 billion in the daily newspaper—more than they spend in all other media combined") while tv gets a mere one-tenth of the print share.

Among other statistics (also 1956):

Forty-eight "big" advertisers spend $783 million in national tv and newspapers, magazines and outdoor—nearly one-third of the total U. S. advertising dollars in these media. (Radio does not supply figures by advertisers.)

These "big" spenders put $232 million in newspapers—about 30% of all national newspaper advertising.

In his talk Mr. Lipscomb warned that despite their sales gains, the newspapers' share of the national advertising market is "weakening, with some very soft spots." He recommended more newspaper research on audience characteristics, readership and performance and "well-documented figures proving that we are competitive in cost." He declared "Electronic media have been getting by with murder in their cost claims. But the honeymoon is about over and many big advertisers and agencies are beginning to realize that even a correct average cost-per-thousand advertising messages on tv doesn't mean anything to them. There are few 'average' shows. Some big, successful tv shows are getting a very good payoff. But many low-rated shows, below average shows, are losing a great deal of money for advertisers. This kind of thing does not happen in newspaper advertising."

Mr. Lipscomb cited costs for a weekly half-hour network tv program ("death million") and claimed "It takes between 13 and 26 weeks to find out whether a show is a success or failure." He felt tv's big gamble—feast or famine—is worrying lots of agencies and advertisers, especially as tv costs continue to rise and new stations split audiences and reduce ratings," a contention held by Philip L. McHugh, radio-tv vice president, Campbell-Ewald, and denied by the Television Bureau of Advertising.

Some advertisers have felt over the past seven years they couldn't boost their share of the market unless they were successful in television and "this situation has had a great deal to do with the unusual amount of turnover in agency accounts," Mr. Lipscomb suggested. He noted agencies have a "tremendous investment" in television along with advertisers.

Tv and newspapers are at an impasse on acceptable research data today, he continued, but figures indicate sales messages in newspapers are just as economical as in tv. All media need better cost and coverage research, he added, "But let's be sure that advertisers get the correct interpretation of the research now available."

Newspaper ratings, however, represent "live prospects" for advertisers, while "broadcast ratings indicate people with an interest in the program, not necessarily a buying interest in the product."

He asserted that the "true facts about newspaper duplication are now out in the open." Mr. Sweeney said no combination of newspapers can provide coverage in their own city zones "much less the wider area they claim—the retail trading zone." In many cities, the combination of all newspapers provides "barely more than 50% of the families," he continued, "and in only a handful of cities does combined circulation approach seven out of ten families. This is, of course, why radio is gaining and newspapers slipping in those categories where 'whole market coverage' is essential."

He termed the reference by Mr. Lipscomb to "ready to buy" prospects delivered by newspapers as "pure blue sky." He said there was "nothing to prove that there is a real correlation between interest in a newspaper advertisement and buying."

Mr. Sweeney, in taking up the speech point-by-point, hit back at Mr. Lipscomb's assertions by emphasizing radio's power in the areas covered, and concluded:

"We salute one item in Mr. Lipscomb's presentation—the complete, scientific appraisal of newspapers' performance as an advertising medium.

"Newspapers along with other media should find out why they can sell some merchandise and can't sell other merchandise, should quit claiming they 'can lick everyone on the block' and establish the area in which they are superior.

"Newspaper advertising is going to be with us for a long time—as long as newspapers perform a service to consumers.

"If the publishers will do something about their slipping circulation, about getting in step with the times editorially, they will make the Bureau's job of justifying newspaper schedules somewhat easier."

The Television Bureau of Advertising found Mr. Lipscomb's speech to be riddled with "generalities" and commented that when the newspaper bureau saw fit to stop playing with semantics, TvB would issue a formal answer.

Radio Advertising Bureau President Kevin B. Sweeney reacted to Mr. Lipscomb's recital by commenting "Newspaper advertising certainly has a place in the advertising spectrum but it isn't what Mr. Lipscomb paints it to be."

Mr. Sweeney declared that "there is not a major market in which newspapers are showing a [circulation] gain in proportion to the gain in total population. In many markets affected by the rise in cost per copy, there is a continuing sharp downward trend. Show me a half dozen large markets where there is a real rise in circulation since 1948 and I'll eat a copy of the Sunday *New York Times* in Macy's window."

Television costs also occupied the core of a New York news presentation Tuesday by Herbert M. Steele, sales promotion director. He claimed that "runaway" production and talent costs make it "virtually impossible to plan a firm budget." Taking a dozen or more network tv shows over a five-year period, he sought to show costs had risen by as much as 300% in some instances. By comparison combined line rate for all daily and Sunday newspapers jumped 16.7%, or about 3% a year.

Mr. Steele also claimed network advertisers can't secure the balanced coverage needed across the country and "where an advertiser most needs strength his program is frequently weak" because of this factor and "unpredictable audience preferences." So-called "iron-clad commitments" of network tv were coupled with "imbalanced, scatteration" to point up the claimed "balanced, mass" coverage and flexibility of newspapers.

Agency representatives graced the formal

KLZ-TV Sweeps ARB Ratings in Denver!

Latest ARB four-week averages (Nov. 1957) prove undisputed leadership of KLZ-TV.

KLZ-TV leads with 24 of the top 50 shows in the Denver market including

- Highest rated *network* show (Gunsmoke 37.5)
- Highest rated *syndicated* show (Whirlybirds 34.4)
- Highest rated *local* show (10 p.m. News 21.8)

PLUS

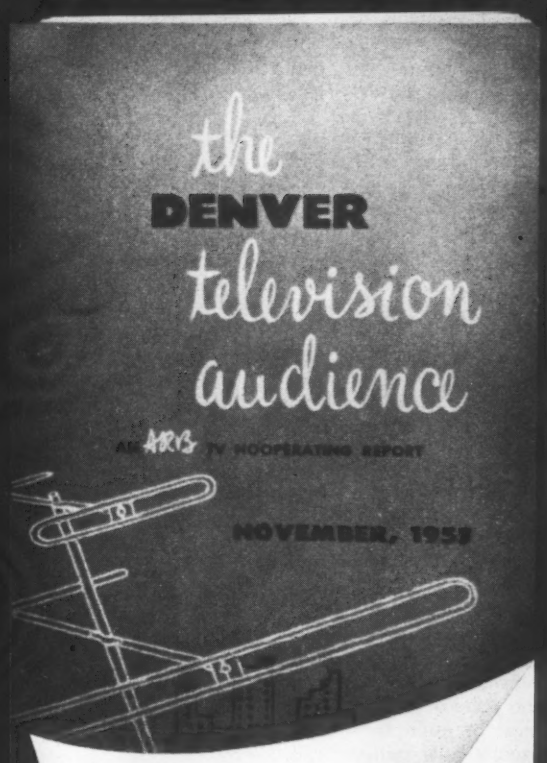
- Highest rated local morning news (Bob Butz 5.8)
- Highest rated local afternoon news (Carl Akers 10.5)
- Highest rated local children's show (Fred 'n' Fae 8.7)
- Highest rated local weather (Dick Becker)
- Highest rated local sports (Starr Yelland).

KLZ-TV delivers biggest audiences consistently day after day. Call your KATZ man and get the KLZ-TV power story in Denver.

CBS in DENVER

KLZ TELEVISION Channel 7

Represented by the KATZ Agency



10 TOP SYNDICATED SHOWS

1. Whirlybirds	34.4	KLZ-TV
2. Sheriff of Cochise	27.5	KLZ-TV
3. Dr. Hudson	26.5	KLZ-TV
4. State Trooper	26.4	Stat. 'B'
5. Frontier Doctor	24.0	KLZ-TV
6. Highway Patrol	24.0	Stat. 'C'
7. Harbor Command	21.1	KLZ-TV
8. Boots & Saddles	20.3	KLZ-TV
9. O. Henry	20.3	KLZ-TV
10. American Legend	19.4	KLZ-TV

agenda Monday and Thursday. Speakers included Ernest A. Jones, president of MacManus, John & Adams Inc., and three J. Walter Thompson vice presidents—Arthur A. Porter, John M. Willem Jr. and Henry M. Whiteside—who delivered the agency's "Interurbia—The Changing Face of America" presentation.

Hearst-man Links Tv To Declining Profits

Hearst-man H. James Gediman last week linked the alleged declining profit margins of America's top 100 companies with "vaulting costs and investments in network tv." As a result of advertisers' experiences with television, he asserted, there's been a "return to reality" and the rediscovery of newspapers.

Addressing the Newspapers Adv. Executives Assn. convention in Chicago, the executive vice president of Hearst Adv. Service cited a *Fortune* article of November 1957, pointing up a paradox of mounting corporate sales and declining profits. The article read, in part, that "In the past two years, while sales and investment have continued rising, even aggregate profits have turned down. In 1956. for the 100 biggest firms, profits were down 4% compared to 1955, and apparently the drop will be greater in 1957—they are not expected to recover in 1958."

Mr. Gediman speculated they will not recover "if the pattern of distribution of their advertising investments, their headlong pursuit of sales-at-any-price, is not abruptly reconstituted and squared with certain fundamentals." He continued:

"These have been the years of vaulting costs and investments in network tv, the years that saw a movement of a greater share of the national advertising dollar toward tv—the years of the great tv spectaculars, the years of multiple millions poured into a medium that admittedly did demonstrate a capacity to boost sales and no doubt still does.

"But you cannot run a business on the theory of a brilliant series of advertising hits and misses—not at $50, 60, 100 thousand dollars and even more on a single throw.

"Not when time costs alone in one market—New York—run $241,000 for a 52-week half-hour program on double A time on one major tv station.

"Not when five 20-second night spots per week, just one spot for each of five nights, for 52 weeks over that same one station cost $598,000—that's time cost only.

"Contrast these appropriations with newspapers where hardly a dozen national accounts average as much as 25,000 lines a year. Can you imagine the job you could do with newspapers with that kind of money?"

Mr. Gediman felt newspapers are "on the threshold of being rediscovered again. . . ." He suggested a "harassed industry," which has "over-balanced its advertising placement and under-profited its stockholders," is tending to "trade the fever chart of tv for the flow chart of newspapers."

"The advertiser is searching for odds somewhere within reason," Mr. Gediman declared, claiming that 30 of approximately 60 new network tv programs this season "are destined to be flops. This 50% predictable in time and talent exceeds $100 million."

While echoing the concern of some agency buyers over tv costs, Mr. Gediman also chided agencies for being susceptible to catch phrases and magic formulas, citing subliminal exposures (with the future possibility of a "cost-per-thousand per commercial 1/3,000th of a second") and the western fever.

Kiefer Elected President Of FM Development Assn.

J. B. Kiefer, KMLA (FM) Los Angeles, was elected president of FM Development Assn. at a membership meeting Jan. 17-18 in Detroit. He succeeds the late Robert Brazy, first FMDA president.

Steps were taken to incorporate the group as a non-profit association. Sigmund Timberg, counsel, was directed to take care of legal formalities prior to the NAB convention, to be held April 27-May 1 in Los Angeles. FMDA plans to hold a two- or three-day meeting before NAB programming gets underway.

Frank Knorr Jr., WPKM (FM) Tampa, Fla., was elected vice president. Edward A. Wheeler, WEAW-FM Evanston, Ill., and Harold Tanner, WLDM (FM) Detroit, continue as secretary and treasurer, respectively. These committee chairmen were named: licensing, William B. Caskey, WPEN-FM Philadelphia; engineering, Samuel Gersh, WFMF (FM) Chicago; membership, Mike Merla, WBNY-FM Buffalo; organization, Larry Gordon, WBNY-FM, and ways and means, Al Wertheimer, WDDS (FM) Syracuse, N. Y. A drive for new members is planned along with an effort to recruit associate members from equipment firms and related groups.

ABA Meet to Hear Broadcasters In Industry Case vs. Canon 35

The industry's case on behalf of broadcast coverage rights in the courtroom will be heard Feb. 24-25 at the winter meeting of the American Bar Assn.'s House of Delegates in Atlanta, under a plan approved last week by the house rules committee.

For the first time the house will meet in committee-of-the-whole, according to Sylvester C. Smith Jr., Newark, chairman of the rules committee. Radio-tv and other media spokesmen will have a chance to explain their side of the case and to oppose an ABA committee report proposing only minor changes in the ABA's Canon 35, which bans radio-tv and cameras in the courtroom.

The NAB's role at Atlanta was reviewed at last week's board meeting in Arizona (see story page 60).

Mr. Smith said the special house hearing was ordered "in order that all members may have the opportunity to consider all aspects of this important subject before any final action is taken. The question of photographing trials is one that affects the public interest because of its relation to the administration of justice. Our committee feels that, in fairness and in the interest of reaching an informed judgment of the house, all sides of the issue should be presented fully."

The committee plan was approved by Charles S. Rhyne, Washington, ABA president, and James L. Shepherd Jr., Houston, chairman of the house, *ex officio* members of the rules group. The house, ABA's policy-making body, comprises 238 delegates representing all state and 23 large local bar groups and other organizations.

BPA Appoints Nine As Regional Chairmen

New regional chairmen for Broadcasters Promotion Assn. have been announced by Howard Meagle, WWVA Wheeling, W. Va., along with a promise of "all-out effort" to double the complement before the third annual BPA seminar in St. Louis Nov. 16.

New regional chiefs, besides Mr. Meagle as chairman, are the following: James Kiss, WPEN Philadelphia, northeast; Ken McClure, WMBR Jacksonville, Fla., southeast; Marian Annenberg, WDSU-AM-TV New Orleans, south central; Roy Pedersen, WDAY-AM-TV Fargo, N. D., north central; Montez Tjaden, KWTV (TV) Oklahoma City, Okla., southwest; Janet Byers, KYW Cleveland, Great Lakes; James Barker, KBTV (TV) Denver, Rocky Mountains; Edward Morrissey, KIMA-AM-TV Yakima, Wash., west and northwest, and Harvey Clarke, CFPL London, Ont.

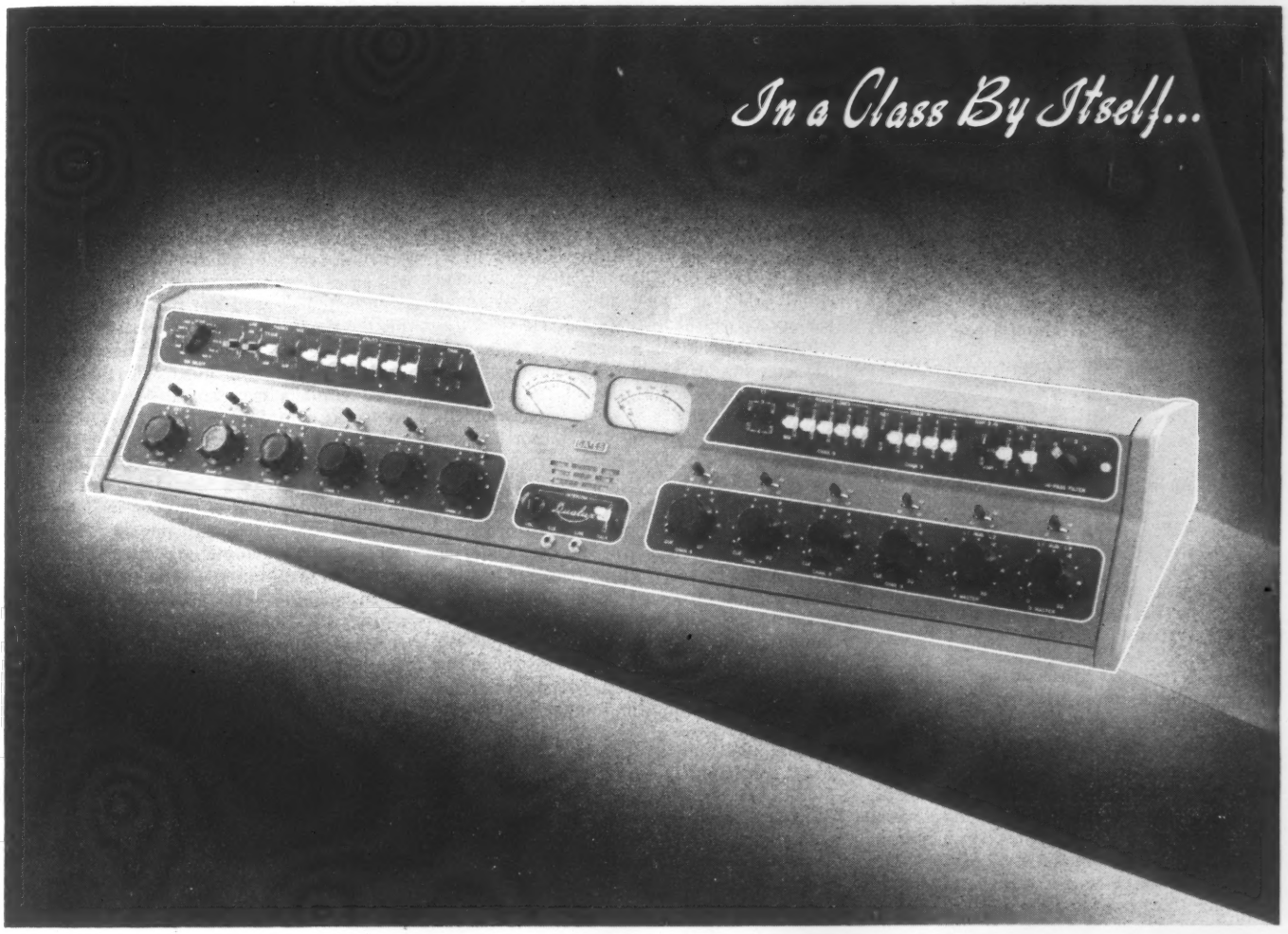
Mr. Meagle suggested bi-monthly meetings of promotion managers, particularly in larger cities, and appointment of regional co-chairmen. Appointment of editors for BPA alternating monthly bulletins also was announced by Elliott W. Henry, ABC Chicago and BPA president: Gene Godt, WCCO-TV Minneapolis (audience promotion); Hilda Woehrmeyer, WOWO Fort Wayne, Ind. (sales promotion); Kenneth Chernin, WFIL-AM-TV Philadelphia (merchandising promotion), and Dorothy Sanders, WLWD (TV) Dayton, Ohio (employment exchange).

Illinois Outlets to Get 'RFD' Show

Midwest radio broadcasters have met with members of the Illinois Agricultural Assn. to discuss a new 15-minute package program, *RFD Illinois*, which will be made available free to Illinois stations.

The association, which serves as state headquarters for the American Farm Bureau Federation, has been servicing Illinois stations with five to six tape recordings in recent years. The new transcribed series will include short news items and music.

Serving on the broadcasters' advisory group and meeting with IAA officials to review the association's programming activities were Ray Livesay, WLBH Mattoon; Emil Bill, WMBD Peoria; Richard Faler, WTAQ Quincy; George Biggar, WLKB DeKalb; Hugh Cordier, radio-tv director, U. of Illinois, and Tex Barron, assistant information director, American Farm Bureau Federation. IAA was represented by Tom Vannier, radio director; William Allen, publicity director, and Don Peasley, editor of IAA's newspaper, *Tab*.



YOUR STATION RATES THE VERY BEST . . .

THE GATES "DUALUX"

From coast to coast, broadcasters are saying, **"This is the finest."** As one broadcaster put it, "I have yet to ask for a facility that Dualux could not provide."

But Dualux is far more than a large assemblage of switches and controls. Each of the many facilities is the result of **human engineering.** Controls are electrically and functionally correct for the 100% plus job to be done. The operator will instinctively find his fingers at the proper control, similar to the instincts associated with a typewriter keyboard.

Inbuilt intercom, a Gates innovation in speech input equipment, permits two-way conversation to studio and remotes and listening on every major circuit. First again is the inbuilt variable high pass filter for instant program correction when the unlooked for happens. **Now**, all Dualux consoles are supplied with the new Gates 10 watt ultra-linear monitoring amplifier. And Gates **solid process** printed wiring, fabricated entirely in the Gates factory, provides the cleanest, easiest to service speech input system ever built.

The entire Dualux story is told on brochure 197-C, yours for the asking, or a Gates field sales engineer will gladly call at your convenience.

GATES

Since 1922

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

A SUBSIDIARY OF HARRIS-INTERTYPE CORPORATION, CLEVELAND, OHIO

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

ABN WATERS DOWN LIVE POLICY

- **Economy behind switch to recorded programming**
- **Labunski, 'with little left to do,' resigns as v. p.**

ABN officials decided last week to abandon their five-month-old "all-live" programming policy in order to save money.

Although details were still being worked out, the tentative plan was to cut all-live musical programming from five and one-third hours a day to about two. The rest would be replaced by record shows headed by personalities now presiding over the all-live programs.

MR. EASTMAN

MR. LABUNSKI

Greater emphasis on news also is planned.

As a result of the new strategy, Stephen B. Labunski resigned as vice president, effective last Friday. He has been heading up the network's program activities since joining ABN last June from WDGY Minneapolis, where he was vice president and general manager [NETWORKS, June 17, 1957].

ABN President Robert E. Eastman, who introduced the all-live policy, said that in view of the policy change Mr. Labunski felt there was little left for him to do and consequently resigned. Mr. Eastman expressed regret at his decision and said, "I feel sure he will continue to make a valuable contribution to the broadcasting industry in whatever new undertaking he chooses. Everybody at ABN wishes him well and is confident of his future success."

In explaining the program changes to ABN affiliates, Mr. Eastman acknowledged that they represent a departure from policy but that "We feel that they are right and that we should never be so small that we are afraid to change our minds and give the reasons why."

He also advised affiliates that "In the very near future we are going to have a series of regional affiliate meetings around the country, at which time we want to discuss with you our overall programming and planning and personally receive your suggestions and criticisms."

Several reasons were given as contributing to the decision to cut back live programming. But observers felt the most important clearly was money and speculated that the board of ABN's parent AB-PT had virtually dictated that economies be made.

With five live shows involved, having a total of five orchestras averaging 25 musicians apiece, plus about five singers per show, there have been estimates that talent costs were running $20,000 to $25,000 per week. Mr. Eastman said two months ago that musical arrangements alone were costing more than $6,000 a week, and in its beginning stages he told BROADCASTING in an exclusive interview that the all-live concept would add "at least 50%" to overhead [BROADCASTING, Sept. 16, 1957].

Plans being developed last week called for the retention of two all-live shows. These would be *Breakfast Club* at 9-10 a.m. EST and the *Jim Backus Show,* which would be moved into the 10-10:55 a.m. spot to form a two-hour live block each morning, Monday through Friday.

The *Herb Oscar Anderson Show* and *Merv Griffin Show* would become record programs presided over by Messrs. Anderson and Griffin, respectively, with the Anderson show probably moving from 10-10:55 a.m. to 2-2:55 p.m. and with the Griffin show continuing possibly in the 7:15-8:55 p.m. spot but with records aimed primarily at the teen-age audience. The *Johnny Pearson Show* at 9-11 a.m. Saturdays, which converted to records a few weeks ago, would be continued and a weekday version introduced, probably at 1-1:55 p.m.

Plans call for dropping the *Jim Reeves Show* altogether. It originates at WSM Nashville at 1-1:55 p.m.

Officials made it clear that this schedule was tentative and still subject to change.

In a letter to ABN affiliates, President Eastman explained the projected new lineup and spelled out the reasons for the policy change.

"For several very sound reasons," he said, "we are altering some of our present live-talent shows to personality shows employing carefully selected recorded music." He gave these reasons:

"(1) It has been the request of many affiliates that we do this, at least for certain personalities; (2) it will permit more cut-in announcements for local sale than is possible within a live show; (3) it will permit us to do a more extensive news job which has been requested by affiliates; (4) we have had a very good reaction on the conversion of Johnny Pearson's Saturday morning show to the employment of records in lieu of live talent; (5) this effects some important and necessary economies; (6) some of our personalities are more adaptable to working with phonograph records than to being with a live cast."

Mr. Eastman said that "there are certain elements difficult to express, but nonetheless real, which make one show, with a given personality, most effective on a live basis. The same will not apply to another personality. We feel that the *Jim Backus Show* has been outstandingly successful with the cast just as it is. Therefore the plan is to retain this in its present format.

"We are confident that the proper execu-

CBS RADIO will carry exclusive radio coverage of the Carmen Basilio-Sugar Ray Robinson middleweight championship fight March 25 under sponsorship of the Mennen Co. and Miles Labs, John Karol, sales vice president of the network, announced Thursday.

Mr. Karol, noting that the last boxing match on CBS Radio was in September 1954 (Ezzard Charles vs. Rocky Marciano), hailed the signing of rights to the Basilio-Robinson bout and its sponsorship by two of the nation's major advertisers as "another rung in network radio's climb into advertiser and agency attention."

Leonard C. Colson, Mennen advertising director, and Perry Shupert, Miles sales and advertising vice president, expressed pleasure at their companies' participation in the event, which will be broadcast starting at 10:30 p.m. EST. Agency for Mennen is McCann-Erickson, New York; for Miles, Geoffrey Wade Adv., Chicago.

At the signing in Chicago (l to r): Robinson; Louis Hausman, CBS Radio vice president; Jim Norris, president of the International Boxing Club, and Basilio.

Television coverage of the Basilio-Robinson match will be handled by TelePrompTer Corp., which will feed a closed-circuit network of theatres [PROGRAM SERVICES, Jan. 20]. No home tv will be aired.

tion of these [program changes] will build better ratings and prove to be more compatible with your local programming."

There was no indication as to the effective date of the changes. Authorities indicated that the live programs may continue for five or six weeks, until the expiration dates of the current talent contracts.

Nor was there any indication of the reaction of sponsors currently participating in or signed for the live programs. These include Lever Bros. (Dove soap and Breeze detergent) and Hudson Vitamins, all of which are currently participating in some or all of the programs, and Knox Gelatin Co. and Gillette Co., which are set to start this week and Feb. 3, respectively.

The all-live policy went into effect last Sept. 2 with the *Herb Oscar Anderson Show*. Other all-live musicals were introduced within a few weeks. One cutback came a few weeks ago when the *Bill Kemp Show* was dropped from the 8-8:55 p.m. period and the time was added to the *Merv Griffin Show*. The *Johnny Pearson Show* on Saturday morning also started as a live show but switched to records on Jan. 11.

MBS TO ELIMINATE 'BONUS' STATIONS

- **They'll get full affiliation**
- **Roberts cites move to suburbs**

Mutual is scheduled to put into effect shortly an order that will eliminate "bonus" stations from the network roster and place all MBS outlets on a full affiliation basis.

According to MBS President Paul Roberts, the "bonus" station principle—a station is committed to carry commercial messages without compensation—is being eliminated from the sales philosophy of the network. All outlets carrying commercial programming will receive payment for service to advertisers. Approximately 100 of Mutual's 460 affiliated stations are "bonus" outlets, according to Mr. Roberts.

Mutual is the first of the radio networks to eliminate the "bonus" station, Mr. Roberts said. These bonus stations are located in smaller communities, and in the past, advertisers buying a schedule on Mutual were given a "free ride" on these stations. It is Mr. Roberts' contention that the "bonus" station philosophy is "outmoded" today. He cites these reasons:

"There is a population swing from the big city areas into the suburbs and other small communities. Another important factor is the ever-increasing audience potentials in automobiles. . . . I think it's quite safe to assume that motorists keenly listening to traffic information are going to remain with these stations and not switch to big-city stations that are presenting non-informational shows. The advertiser right now, on the bonus station principle, is reaping a harvest of listeners at no cost to himself—and to the detriment of the small station owner."

Mr. Roberts said that Charles King, Mutual's station relations director, is checking the affiliation contracts of all MBS "bonus"

WWL-TV catches TV Movie-ers while they're AWAKE!

At 10:45 every Monday-thru-Friday night and at 10:30 on Saturdays and Sundays, THEATRE 4 comes on strong with another outstanding feature film.

Channel 4's 10:30 (M-F) News-Sports-Weather is the perfect attraction to hold viewers on WWL-TV.

THEATRE 4 is the *watchable* night movie in New Orleans. Your Katz Representative has the specifics for spot sales. Or call Howard Summerville or Harry Stone at Express 4444, New Orleans.

CHANNEL 4 WWL TV

NEW ORLEANS • CBS IN THE CRESCENT CITY

stations, and within a short time "a suitable amendment" to the contracts will be made, changing the stations' status to full affiliation.

Mr. Roberts described this action as a direct outgrowth of Mutual's plan to integrate network stations via fm multiplex links. This plan will permit Mutual to complement its many thousands of miles of Class A and Class C lines with fm transmissions from a projected 80 fm affiliates throughout the country. The latter group will, in turn, provide network links to Mutual's am stations.

"With high quality transmissions available to all Mutual stations," Mr. Roberts continued, "it makes sense for us to eliminate the 'bonus' station philosophy and reclassify all stations as full affiliates."

Mr. Roberts reported that in connection with Mutual's plans for fm links, the station has signed WCLM (FM) Chicago and WKIX-AM-FM Raleigh, N. C., as affiliates. WCLM will serve as the network's fm transmitting link for the northern Illinois and southern Wisconsin areas and WKIX-FM for the North Carolina area. These "feed" stations are two of an anticipated 80 throughout the country which, within the next two years, will be network links for Mutual's am affiliates.

A demonstration, via tape recordings, of Mutual's fm side-band transmission was to be made at the Oklahoma Broadcasters' Assn. meeting in Muskogee last Friday. Abe Jacobowitz, Mutual's general engineering director and creator of the fm transmission plan, was to speak at the meeting.

Mr. Roberts also announced that Mutual and the 42-station Intermountain Network have entered into a new affiliation arrangement, effective Feb. 1. Under their agreement, MBS will act in Intermountain's behalf on time and program sales to national advertisers.

Stanley Heads NBC Public Affairs

Edward Stanley, manager of NBC's public service programs, last week was promoted to director of public affairs, succeeding Davidson Taylor, public affairs vice president who has resigned effective Feb. 1 [NETWORKS, Jan. 20]. Mr. Stanley joined NBC in 1950 as manager of the public affairs and education department and earlier had been a newspaper reporter and editor for 12 years, including a 10-year tenure with the Associated Press.

MR. STANLEY

NETWORK SHORTS

WTXL Springfield, Mass., WCGC Belmont, N. C., and **WAMV East St. Louis, Ill.,** have become ABN affiliates, network reports.

WEIR Weirton, W. Va., reports that it has become NBC affiliate.

HARRIS PRODS PAY TV DECISION

- **House Commerce chief calls for action Thursday**
- **Committee concludes hearing pro, con spokesmen**

The House Interstate & Foreign Commerce Committee won't dawdle over its decision to flag down or pass the FCC's proposed test of subscription television. Chairman Oren Harris (D-Ark.) said last Thursday that the committee would meet this week, probably Thursday, to take action on the issue. He further stated that the whole issue was economic.

Rep. Harris underscored the need for immediate disposition of the matter at the conclusion of nearly two weeks of hearings on the proposed toll tests last Thursday. As previously specified by the FCC, that agency will begin consideration of applications for three-year trial operations on March 1.

The final days of the committee hearings were sharply accelerated by Chairman Harris, faced with a schedule that would not permit continuance of the hearings to this week and further pressed last Thursday with the need of freeing committee membership for other emergency congressional activities.

The three days last week were principally devoted to testimony of the heads of the three tv networks, NBC President Robert Sarnoff; American Broadcasting-Paramount Theatres President Leonard Goldenson and CBS Inc. President Frank Stanton.

All three forecast that subscription tv tests posed an economic crisis that could strike a devastating blow to present free television. However, they emphasized that public would be the real loser since the networks could shift to pay tv operation without losing their positions.

Precluded from cross examination on the final day by the hurry-up schedule was Thomas F. O'Neil, president of RKO Teleradio Pictures, the first major broadcast interest to say it would go into pay tv operation.

Mr. O'Neil's advocacy of the toll tv trials also carried a warning that wire subscription television posed an even greater threat to present free tv. Misgivings about wire pay tv also were voiced by Norwood J. Patterson, general manager of uhf KSAN-TV San Francisco, who felt that the advent of wire pay tv in his market would be KSAN-TV's death knell.

Milton J. Shapp, president of Jerrold Electronics Corp., however, expressed the opposite position: that cable tv, such as in Bartlesville, Okla., did not pose any dangers whatsoever to the present status of television.

Rep. Carl Albert (D-Okla.) was the first witness when pay tv hearings resumed last Tuesday morning. He said he could not imagine anything less popular to the public than to authorize pay tv. "My constituents agree with me," the majority whip of the House stated.

"It is naive not to suppose that fast on the heels of pay tv would come proposals to 'share the cost' by the introduction of advertising so that the price of viewing, for example, the World Series could be dropped from $1 to 50¢. I doubt that such a proposal would meet with much resistance either from the public or from the FCC. Certainly it seems evident that commercials have had no inhibiting effect. . . I believe that the promise of no commercials is illusory," Rep. Albert said.

Adding extra significance to Rep. Albert's statements is the fact that Bartlesville, home of the first operating wired pay tv system, is located in the Oklahoma congressmen's district.

Robert Sarnoff, president of NBC, followed Rep. Albert to the stand. "With a box office in every home, pay tv could easily outbid our advertiser-supported medium for the same programs and talent we have developed and which provide us our economic base," Mr. Sarnoff said in predicting the end of the present free system if toll tv is authorized.

The reason pay tv will win a "tug of war for programs," he said, is because it will need only a fraction of the audience free tv pulls to be a financial success. As an example he cited the recent *Annie Get Your Gun* spectacular watched by nearly 60 million people. "One-tenth of these homes, at $1 each, would produce over $2 million in revenue from a single performance. Is there any doubt where talent and programs would gravitate under the pull of that type of financial magnet?" Mr. Sarnoff asked.

"As for the remaining 50 million people unable or unwilling to pay the dollar, their threatened disenfranchisement from programs once seen free is at the core of the issue this committe now deliberates," he said.

Under pay tv, the NBC president contended, "the development of new programs, the continuance of those public service programs that have made television such a vital force in American life would be financially untenable. . . . Our program log shows that hundreds of officials of the federal government appear on NBC programs devoted wholly or in part to the examination of serious national issues."

Mr. Sarnoff said he does not suggest that pay tv would covet all of the current programming but the effects would follow if subscription embraced only the principal stars and attractions. The two cannot coexist, he emphasized. "Pay tv can succeed only by cannibalizing free television."

He said that under a toll system, tv viewers would be divided along economic lines and that the amount of programming offered would "be reduced to a fraction of its present volume. . . . To use pay tv an amount equal to the present average set useage five hours daily would cost far more than the average American now spends for the movies, the theatre and sports attendance combined."

He said that "as far as NBC is concerned,

we neither seek nor wish to enter pay tv. But if it comes . . . we—like the public—will have no real choice. Our only choice will be to go in the pay tv field or go out of business.

"In my view, the proposed tests promise no meaningful resolutions of the issue. . . . Tests provide an artificial, not a real, environment for assessing the effects of pay tv, for they can be conducted on a basis far removed from the realities of the operation once the tests conclude . . . The proposed tests would not resolve this dilemma. They offer the pay interests a golden opportunity to infiltrate, beyond recall, under the guise of experimentation.

"I urge that this committee officially request the FCC to withhold action on the pending pay tv tests until Congress has resolved this public policy issue; that it report favorably on the proposed legislation which would prohibit the use of broadcast channels for pay tv, and that it take appropriate action to expedite enactment of this legislation by the congress."

In answer to a question by Rep. Kenneth Roberts (D-Ala.) Mr. Sarnoff admitted it is possible pay tv might develop some new talent but before this could be accomplished, current stars would be "siphoned" from free tv.

Rep. John Heselton (R-Mass.) asked how toll could establish itself as a "going business." "I do not think it should be given an opportunity to establish itself," the witness replied. To which Rep. Isidore Dollinger (D-N. Y.) stated: "If you people will give the people the programs thay want, there will not be any clamor on anybody's part for it [pay tv]."

Earlier in his statement, Mr. Sarnoff testified that mass advertising actually has lowered the prices consumers pay for products and this statement was attacked by Rep. Heselton as being a "highly speculative conclusion." He asked the witness for specific examples and Mr. Sarnoff replied that advertising has been a driving force in the increase in the U. S. gross national product. Questioning network must buy policies, Rep. Heselton asked Mr. Sarnoff to furnish for the record all instances where affiliates have turned down NBC programs.

Rep. Walter Rogers (D-Tex.), stating the committee has a "bear by the tail," questioned Mr. Sarnoff at length on whether the networks should pay the public for the use of the radio spectrum. The questions and answers went like this:

Q: "Who do present broadcasters pay for use of the spectrum which belongs to the public?"

A: "I don't believe we pay anybody."

Q: "You are assuming that you have the right to use this public property without paying anyone for it, are you not?"

A: "I suppose in a sense that would be right, yes."

Q: "Why should this be called free television when your claim is . . . that the public can receive it, but you never refer to the fact that you are using public property without paying anyone for it?"

A: "If you want to put it this way, you can, that we are using it free and they are getting it free. That means to me that it is free."

Rep. John J. Flynt (D-Ga.) asked Mr. Sarnoff if he "would be willing to concede that instead of free tv" it [tv] actually is financed by "hidden costs." "No, I think it is free tv. . . . Under the circumstances free broadcasting is as free as anything can be," was the reply. The witness then was asked if the only question was not "who gets the money in the long run?" "No," replied Mr. Sarnoff.

Rep. J. Arthur Younger (R-Calif.) said that he had difficulty in following the witness' arguments and that they seem "to be the general arguments presented against any competitive force."

Asked by Rep. George M. Rhodes (D-Pa.), if under pay tv, people would have a greater choice of programming rather than letting "that be determined by the big advertisers," Mr. Sarnoff replied: "No sir. I think they would have less choice. I think there would be less programming and less types of programming. . . ."

Q: "Then you see nothing bad in permitting a few big advertisers to determine the type of programs that the American people can see?"

A: "I do not believe that a few large advertisers determine everything that the American public sees. No, I do not. I think that is a charge that just has no basis in fact."

"I differ with you very much," Rep. Rhodes replied.

In predicting the doom of free tv against pay, Rep. William Avery (R-Kan.) asked if Mr. Sarnoff was not underselling the resources of tv. The witness replied that programming actually is talent, producers, directors and writers and that there are only so many in each category.

Rep. John Jarman (D-Okla.) asked if NBC has made any concrete plans to enter pay tv. Mr. Sarnoff replied the network is studying everything available on the subject but has made no definite plans. He said he could not say at what point the network would feel it is necessary, for economic survival, to enter pay tv. Mr. Sarnoff stated that pay proponents would not be satisfied until the medium had reached the stage of normal operations and by then it would be too late to save the current system.

Rep. Bruce Alger (R-Tex.) asked Mr. Sarnoff if he were in the committee's shoes, "do you believe you have the right to deny the public a test of pay tv?" "I believe so," was the reply.

Rep. Edmund P. Radwan (R-N. Y.) and Rep. Leslie C. Arends (R-Ill.) did not testify in person but entered statements last Tuesday. "Ever since this scrambled phony-vision promotion scheme reared its ugly head several years ago, I have seen in it a threat to the survival of free television as we have come to know it," Rep. Radwan stated. He continued:

"Despite pious protests to the contrary, I have little doubt that fee television can only prosper at the expense of free television. . . . It would be virtually impossible for pay television to improve upon the best of free television. . . . The result is obvious. Pay television would have to take over the best in present television and the leftovers would wither because they could not stand by themselves.

"If free television is suffering from an illness, then the cure offered by pay television profiteers is worse than the illness."

Rep. Radwan said he has received a large volume of mail on the subject "unalterably opposed" to any toll plan.

Rep. Arends, minority whip of the House, said he particularly was concerned about the affect toll tv would have on the rural areas. "It would mean that almost all the people who now enjoy free television would be blacked out . . . unless they pay their quarters and fifty-cent pieces," he said of his predominantly rural constituents.

He said a poll taken by the *Minneapolis Tribune* showed that 70% of urban population and 83% of rural families were against pay television. While free tv can be improved, Rep. Arends said, "I do not think that putting pay television into effect represents an improvement. On the contrary, it is my view that it will mean the denial of television . . ." to those who cannot afford to pay.

Solomon Sagall, president of Teleglobe Pay-Tv System Inc., told the committee of

PRESIDENTIAL LINEUP *that presented the tv network's pay tv opposition to the Commerce Committee (l to r:) Robert Sarnoff, NBC-TV; Leonard H. Goldenson, American Broadcasting-Paramount Theatres, and Frank Stanton, CBS Inc.*

"a sensational new pay tv" method. "While the Teleglobe system has many, many great advantages, its most redeeming feature is its application for education," Mr. Sagall said.

He outlined plans for the creation of a new institution, the International Television University, which would enable the student to "register, take a course, do his homework, take a test and get a degree from an accredited college or university without leaving his living room."

The Teleglobe system transmits the video picture intact, while the audio portion is sent in a scrambled version through wire lines, Mr. Sagall said. A subscriber then would flip a switch on his set to unscramble the sound.

In answer to two questions by Rep. Flynt, Mr. Sagall said it was undecided how many subscribers would be required to make Teleglobe feasible and that wiring the video signal would not be economically practicable because of the prohibitive cost of coaxial cables.

Rep. John F. Baldwin (R-Calif.) opened Wednesday's session by expressing his full support for the anti-toll tv bill (HR 586) of Rep. Emanuel Celler (D-N. Y.) and any other legislation designed to keep television free. The Californian stressed the expense hardship that pay tv would inflict on retired people, disabled veterans and others forced to live on pensions or limited incomes.

Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., took the stand to state AB-PT's position, as follows:

1. Pay tv will supply little, if anything, that the public does not receive today on free tv.

2. If subscription television succeeds, free tv programs will move to pay tv with the public as the big loser by being forced to pay for programs it now receives free.

3. The lower and middle income groups, which can least afford it, will suffer most.

4. Congress created the FCC to develop and foster free radio and tv, but not to encourage another system which could destroy the present method without first ascertaining the will of Congress.

5. Irrevocable changes should not be made in the present system by the FCC until Congress expresses its will.

6. FCC experience demonstrates the difficulty of "turning the clock back" after interests have become established and there has been a substantial expenditure for the pay tv tests.

7. Congress should not be by-passed on matters of basic national policy.

Even a trial basis for toll tv could spell ruin for free television, Mr. Goldenson said, by stripping the latter of its most popular programs "by the sheer weight of its bidding power."

There is no assurance that the quality of tv programming would be improved, nor is there any guarantee that pay tv ultimately would not carry advertising, he pointed out.

Mr. Goldenson cited the role of free television in presenting political conventions, congressional hearings, Presidential addresses and other national events. He also enumerated the many public service programs being donated by free tv. All this was to underscore Mr. Goldenson's next point:

"The revenues which networks receive from commercially-sponsored programs make possible the presentation of public service programming which individual stations on their own cannot afford. Any significant threat to the economic base of free network television threatens this programming—at a time when it is more important than ever to have an informed and alert citizenry."

The inability of a network to put its program in markets, where scarce facilities would be used for toll tv, would make free network programs unacceptable to national advertisers, he said. Cancellations would occur, Mr. Goldenson warned, and the economic base of television would dry up.

"We would be obliged, as a matter of self-preservation, to enter the pay tv field," the AB-PT executive declared. "And our experience and know-how in the entertainment field should enable us to take a leading position, should this occur. Nevertheless, we prefer to continue to serve all the American people with a constantly growing and improved program service rather than depend on a small portion of the public for a possibly higher profit."

Mr. Goldenson expressed disbelief that the tests could be controlled since the investment required would create economic interests which, once established, would be "virtually impossible" to dislodge.

"In the last analysis, when you cut through all the arguments for and against pay television, it is inescapable that what is proposed is a major reshaping of our national policy in the field of broadcasting," he said. "A matter of this magnitude, with its far-reaching implications, should be one for congressional rather than administrative decision."

Mr. Goldenson suggested that the committee advise the FCC that no authorization or trial should be granted pending congressional determination of policy.

To Rep. Alger's questioning on pay tv's siphoning effect on present television programming, Mr. Goldenson said, "If you took off 20 of the top programs now in free tv, you could very well reduce free tv to mediocrity overnight." He also maintained that within the three-year period of the test, free television could be destroyed.

Mr. Goldenson told Rep. John V. Beamer (R-Ind.) that public service programming now being telecast "would necessarily have to fall by the wayside" if the advent of pay tv impaired free television's economic base.

The AB-PT head explained, under questioning by Rep. Younger, how the Sid Caesar-Imogene Coca show starting yesterday (Sunday) on ABC-TV would cost $100,000 and would be viewed by 10 million people, whereas in pay tv 1.2 million viewers could bring in $600,000 and the other 8-9 million would be deprived of the program.

Rep. Younger interjected that ABC-TV had siphoned the show from another network and questioned, "NBC isn't going out of business because of it?"

Next to face the committee was Frank Stanton, CBS Inc. president, who declared

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CONGRESSMEN *who testified on constituents' disfavor of toll tv trials: Rep. Carl Albert (D-Okla.) (l) and Rep. John F. Baldwin (R-Calif.).*

that there could be no co-existence between pay and free television "as we know it." Dr. Stanton also voiced support of legislative action which would prevent administrative authorization of free tv airwaves for toll techniques until Congress itself granted such authority.

The CBS Inc. president pointed out no stand was being taken against closed-circuit pay television since it did not involve the spectrum and CBS Inc. did not seek "federal protection from competition which did not use the airwaves." However, Dr. Stanton did point out that closed-circuit toll tv proposes to ride "piggy back" on free television by seeking to use existing sets bought for free tv; also, though wired services would not black out airwaves, it still will have "all the same injurious effects on free television as will over-the-air pay television.

If pay tv begins to take hold and supplant free tv, "we will participate in it, if we must, to survive economically," he stated. "If we must go into it, we believe we would get our fair share of the multi-billion dollar bonanza which pay tv promoters portray."

Accordingly, the economic fate of CBS-TV does not hang in balance, Dr. Stanton continued, "but the fate of free television does."

He termed pay tv essentially "subtractive rather than additive" in that every time a scrambled signal goes out, it necessarily blocks a free signal. Dr. Stanton also labeled as "subtractive" the tendency that pay tv would have to "siphon" programs from free television. "And with the enormous number of dollars which just a small minority of the audience can bring in, pay television will most certainly be able to take those free programs away," he emphasized.

"Where now the best in television is available to all Americans, pay television will fence off the best for the carriage trade," Dr. Stanton charged. "One prosperous viewer can pay and deprive a dozen of his neighbors of the programs they are now enjoying."

The CBS Inc. president then cited the cost of buying or renting a decoder (between $40 and $85); the estimate that pay tv would annually cost the average family $473 for two-thirds of the viewing hours it now receives free, along with other statistical data that had been presented the week before to CBS-TV affiliates meeting in Washington [NETWORKS, Jan. 20].

Dr. Stanton claimed that the test is not necessary, since:

(1) There are "decisional facts" available in abundance to justify denial of the toll tv proposals. He charged, among other things, that the advantages of pay tv have not been demonstrated by the proponents;

(2) There is no stipulation that the choice of the majority would be considered in the test,

(3) The test outlined cannot achieve the Commission's objectives.

Dr. Stanton stated that pay tv promoters would be on their best behavior throughout the test. He compared it to writing a book on child behavior during the week before Christmas. "But here the stakes are not a tricycle or a doll—they are $6 billion a year," he said. "The proponents will have the incentive, the resources and the patience to walk carefully."

Dr. Stanton said that FCC Chairman John C. Doerfer's inference that he would be reluctant to grant the last two or three applications in an eligible area, would be a "built-in incentive" to abandon free tv. "The first station to apply might have an advantage to the point of monopoly by squatters' rights," he declared. "It would put a premium on early desertion from free television."

Like preceding witnesses against pay tv, Dr. Stanton feared that the vast effort and expense necessary for the test would create a situation that might be irrevocable. He pointed out that the difficulties of the tests are not difficulties of details; they cannot be fixed by "a little patching here and there."

Rep. Alger raised the point that if only a small minority chose pay tv, then perhaps the advertisers could still find a means of using tv in those times not used for toll tv and which would reach a large audience.

Dr. Stanton replied, "I think if you took key programs in prime time out of free television and put them in pay television, you would shrink the universe for tv in this country. Free tv would not maintain anything like its proportionate share of the viewing it has today because you need the prime time to pull along the rest of the schedule."

The status of affiliates was touched by Rep. Avery, prompting the CBS president to state that he could not "conceive of our affiliates sitting still if their competition went into pay television. I think they would want to go in. The network as we know it would slowly disintegrate."

"Do you think the economic factor is the only reason you would lose them?" Rep. Flynt queried.

"Yes—pure and simple," Dr. Stanton answered.

Under Rep. Beamer's questioning, Dr. Stanton maintained that although there might be a transition period, there ultimately would be commercials on subscription television. He also said that public service and news programming might not fare too well in pay tv, pointing out that, for example, CBS-TV last year suffered a net loss of $11 million in providing this type of programming.

Rep. Bennett asked if wire subscription tv might not kill free tv. Dr. Stanton said it was difficult to answer due to lack of experience with the problem, but "at least we could compete—we would not be blacking out services."

Rep. Rogers asked about the plausibility of the government taking up all the channels and then putting them up for the highest bids.

"This is a novel theory and one to which I have not addressed myself during my operating career," Dr. Stanton replied. "This is certainly contrary to the Communications Act . . . I think it would have to be applied to all use of the spectrum and not just confined to television."

In the course of questions by Chairman Harris, the CBS president said it was difficult to think of a tie between pay tv and educational tv. Toll tv conveys "boxoffice," he explained, whereas education should be free, attracting people to it and whetting appetites.

Rep. William H. Ayres (R-Ohio), not a member of the Commerce Committee, was permitted to read a brief statement into the hearing record. He condemned "slot machine payment" for tv programs and presented polls conducted in his district that showed public disfavor of subscription television.

Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, and a major advocate of cable theatre subscription television, was next to testify. Mr. Shapp urged that Congress direct the FCC to prepare a technical study of all proposed scrambled broadcasting toll tv systems.

This, he said, would "reveal beyond a doubt that none of the proposed scrambled broadcast systems are workable." Then, Mr. Shapp contended, the way would be clear for the "orderly" development of a cable theatre service currently "inhibited" by public fear and confusion about scrambled

TRIAL ADVOCATES *from the broadcasting field who expect toll tv to open new vistas: Thomas F. O'Neil (l), president, RKO Teleradio Pictures Inc., and Raymond F. Kohn, president, Penn-Allen Broadcasting Co.*

broadcast proponents' "threats to usurp" the commercial spectrum.

Mr. Shapp explained the installation by Jerrold of the first cable theatre system in Bartlesville, Okla. [SPECIAL BARTLESVILLE REPORT, Sept. 9, Nov. 14 , 1957]. The system involves cables into the homes and connected to tv sets. The owners have a choice of special features with monthly bills rendered for services used.

Mr. Shapp contended that cable theatre can supply programs that networks and independent broadcasters cannot present due to lack of sponsorship. He said these include: new movies that have production costs too high for the advertiser to bear; cultural programs of limited audience appeal; foreign language programs "which never found their way from radio to tv"; major sports events currently blacked out to commercial tv or restricted to motion picture theatres; educational programs, and programs of a public service nature.

The next three witnesses, all testifying against subscription tv, were Mrs. Samuel J. McCartney, General Federation of Women's Clubs; Mrs. Harold Milligan, American Mothers Committee, and Marie Hurley, National Federation of Music Clubs.

George A. Kuyper, manager of the Chicago Symphony Orchestra, took the witness chair to support toll tv. He charged that television thus far has failed to present enough "fine music." He also contended pay tv revenues would furnish financial support to many musical organizations now operating at a deficit.

Mr. O'Neil asserted pay tv had these benefits:

1. As an additional program source, it would bring top box office attractions into the home.

2. The added competition of this new programming would stimulate present programmers to more creative efforts, upgrading tv programs in general.

3. It would make independent stations stronger, network affiliates more independent. It would help to increase the number of tv outlets in present markets and eventually increase the number of television markets.

4. Opportunities for testing and "grooming" new talent would be afforded.

5. "Traditional American entertainment forms, now in financial jeopardy," would be given a new lease on life.

6. Subscription tv would prove compatible to advertiser-supported television—"just as subscription fees and advertising dollars work together successfully to finance newspapers and magazines, under broadcast subscription these elements will operate smoothly to bring an expanded television service to the public."

Mr. O'Neil declared that broadcast pay tv would be much more acceptable than wired subscription "with its costly installation problems, inherent incompatibility with present broadcasting facilities and lack of present federal control."

The proponents of wired subscription are already in operation, he warned, and "are threatening to monopolize programs sources for box office entertainment. It is urged that

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b	19	17	27
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broadcast subscription be given a real opportunity to compete with this more costly system."

Mr. O'Neil charged that the opponents of pay tv advanced arguments marked by "syllogisms and prophesies" that sounded "somewhat familiar."

He said there was the "old, familiar melody" that had been sounded with regard to the anticipated effect of the new radio industry on the phonograph and record business and later to predict the "doom" of radio at the hand of "that terrible infant, television."

Statements against subscription television were entered into the record by the motion picture operators' Joint Committee on Toll Tv and the Indiana Joint Committee Against Toll Tv. The statements echoed sentiments of earlier witnesses opposing pay tv and emphasized the contention that under the Communications Act, the FCC cannot legally permit the tests.

Chairman Harris concluded the Wednesday sessions by saying that the committee would also accept written statements (within five days) from John Holden, Amvets, Washington, and Byron Bentley, *Theatre Arts* magazine, New York. Amvets, like other veteran organizations, opposes pay tv.

Thomas F. O'Neil, president of RKO Teleradio Pictures Inc., led off Thursday morning urging the support of the toll tv trials. RKO Teleradio, with holdings that include six am, four fm and four tv stations as well as the Don Lee and Yankee Networks, last fall became the first major broadcaster to say officially that it would participate in the pay tv tests [PROGRAM SERVICES, Nov. 11, 1957].

Mr. O'Neil noted that RKO Teleradio stations were independents in some markets, network affiliates in others. This, he said, permitted a well-rounded evaluation of the various program needs. Networks provided a good backbone for programming at the affiliated stations and could be effectively complemented with syndicated and local live and film shows, Mr. O'Neil asserted. However, at independent stations, such as WOR-TV New York, it was ultimately found that feature films attract the best audiences, he said.

Mr. O'Neil disagreed that pay tv robbed lower income families of the right to watch tv and said that low income families as well as high income families spend money for recreational activities. He cited findings that showed the average family with income under $2,000 per year spends $98 per year on recreational activities while the average family whose income exceeds $10,000 per year spends $513.

With the deadline hour for winding up the hearings at hand, the committee did not cross-examine Mr. O'Neil. However, Rep. Heselton asked and was given permission to prepare some questions which the RKO Teleradio president agreed to answer in writing for the hearing record.

Next witness, Norwood J. Patterson, general manager of KSAN-TV San Francisco, also supported the proposed toll tv trial. He said that KSAN-TV, the only uhf station in San Francisco and the sole tv outlet there without a network affiliation, has been in the red since its inception in 1954 and that it looked to pay tv as its "salvation." Mr. Patterson said the end result would be better and more programming for San Francisco viewers.

Like the preceding witness, Mr. Patterson saw an "imminent threat" of wired pay tv. He said the new San Francisco Giants appear committed to wired pay tv; that KSAN-TV attempts to negotiate for such tv rights had been fruitless in that the baseball club would not consider any arrangement except on a subscription television basis.

"I am sure they would switch to broadcast pay tv if it becomes available before a wire system is installed," Mr. Patterson maintained.

"In any event," he noted, "we'll go out of business if a wired system gets started in San Francisco before a broadcast system is authorized."

Lashing at opponents of subscription television, Mr. Patterson declared, "The National Assn. of Radio & Television, the trade association for the networks and their affiliated vassalls, is going to great lengths to prevent the establishment of subscription television as a competitor."

Andrew Biemiller, director of the legislative department of the American Federation of Labor and Congress of Industrial Organizations, testified against the subscription tv trials. He cited anti-toll sentiments of AFL-CIO President George Meany and a resolution at the AFL-CIO convention in Atlantic City that "unreservedly" opposed pay tv.

The next witness, Henry Wadsworth, Hollywood AFL Film Council, supported the tests. He cited the stimulus that pay tv would provide in the film industry and said that film workers did not regard television as a "beast" but rather as an opportunity.

Rep. Rhodes questioned the Council's stand at the AFL-CIO convention referred to by Mr. Biemiller. Mr. Wadsworth answered the Council had decided to remain silent at the convention.

Another advocate of the tests, Raymond F. Kohn, president of Penn-Allen Broadcasting Co., Allentown, Pa., said that trial opponents were the "same interests who choked off fm and uhf."

He cited the dismissal of his application in 1955 for permission to use the now-dark uhf facilities of WFMZ (TV) Allentown to test the "devil's handwork or heaven's blessing" of this new development. At that time, he said, the FCC did not dismiss it as illogical, but as "premature."

Mr. Kohn maintained that no one could say at this time whether or not subscription was good or bad and that the FCC had taken a "sane, sensible, logical" step in looking for a public demonstration.

In the closing moments of the hearings, Harvey Rosenberg, American Citizens Tv Committee, expressed opposition to testing of toll tv. Chairman Harris then accepted written statements from the following:

WTAO-TV Cambridge, Mass. (blacked-out uhf), which contended that pay tv would enable it to survive.

WNET (TV) Providence, R. I. (blacked-

Atomic "Half Life" saves human life

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out uhf), which made similar contentions.

WAIM-TV Anderson, S. C. (operating uhf), supporting the toll tv trial proposal.

Lou Poller, former operator of uhf WCAN-TV Milwaukee and permittee of another uhf in that city, also endorsing the tests but with certain revisions that would include reserving the trial to uhf, limitations on the number of stations in each community, and allowing the trial in cities where present tv service would not be depleted.

WATR-TV Waterbury, Conn., contending that the toll tv would strengthen the position of the independently-owned uhf.

American Civil Liberties Union, supporting the proposed trial but urging that the FCC reject applicants who would have sponsored programs.

Illinois Congressmen Deluged With Heavy Anti-Pay Tv Mail

Two Illinois members of the House Interstate & Foreign Commerce Committee were literally flooded last week with anti-pay tv letters after WCIA (TV) Champaign, Ill., asked viewers to inform their congressmen how they felt on the matter.

Republican William L. Springer late Thursday had received over 8,000 letters and 453 telegrams; Democrat Peter F. Mack over 10,000 letters and 2,300 telegrams. Impressive to the two congressmen was the fact that each letter was different from the next and all had been individually written.

WCIA, after first determining that Reps. Springer and Mack would like to know how their constituents felt on the subject, made the plea over the weekend of Jan. 18. The station also broadcast editorials against pay tv, but stressed that viewers should express their sentiments, whether for or against.

Rep. Mack's office reported that all the letters except one have been against pay tv. Rep. Springer, who had four members of his office staff working on the letters Thursday, said the sentiment was "overwhelmingly against" toll. Rep. Springer, an outspoken foe of pay tv, said the letters had served to solidify his stand as the right one.

He also felt that WCIA had rendered a public service in bringing the toll situation to the attention of its viewers and said that editorializing by stations on such matters as pay tv is a good thing [see EDITORIALS, page 114].

Most common argument—and one which was not stressed in the just concluded pay tv hearings—against pay tv was one by mothers who said they would deposit coins for a program and then be interrupted to take care of the children, answer the phone, and 1,000 other daily chores of the housewife. Consequently, they would spend their money without actually being able to watch the program.

Also last week, the march of anti-toll bills continued unabated. Reps. Thomas J. Lane (D-Mass.) and Albert P. Morano (R-Conn.) both introduced measures which would prohibit the charging of a fee to view television in the home. The two bills (HR 10164 by Rep. Morano and HR 10162 by Rep. Lane) raised the number of anti-pay tv bills pending in Congress to nine. Several more legislators have announced intentions to introduce similar measures.

THE REJECTED ARTIST

Eyebrows were raised in Chicago at house commerce committee testimony by George A. Kuyper, manager of the Chicago Symphony Orchestra that under present commercial tv sponsorship the past ten years, symphonies, operas and other musical fare has not been made available to the public and that serious music programs cannot compete with "mass appeal" shows on tv (story, page 75). Mr. Kuyper's Chicago Symphony Orchestra has enjoyed the distinction of being perhaps the longest, continuously sponsored series on tv in the U. S., being televised locally for the past seven years. Including radio broadcasts, the symphony is now in its 13th year on the air, with the Chicago Title & Trust Co. as sponsor. Through the years the symphonies have enjoyed respectable if not spectacular ratings, according to agency (The Buchen Co.), client (Title & Trust) and station (WGN-TV) authorities, and have been regarded as a "prestige" package for the Chicago firm. The series at one time was carried by the old DuMont tv network and kinescoped for use by downstate Illinois stations.

Second Oral Argument Heard By FCC in Flint Ch. 12 Case

The FCC last week for the second time in four years heard oral argument on the ch. 12 Flint, Mich., tv case.

At issue is whether the change of transmitter site by WJRT(TV) Flint, the successful applicant following a hard fought comparative hearing, changed the nature of the application to such an extent as to disqualify it.

The Commission approved the WJRT application for a change in antenna location from south of Flint to north of the city in 1955. Unsuccessful applicants WFDF Flint and W. S. Butterfield Theatres Inc. contested the change, claiming that applicant WJR Detroit was changing its application. FCC regulations prohibit an applicant from amending his application after a hearing has begun. The FCC denied the WFDF and Butterfield contentions; they appealed and the U. S. Court of Appeals in Washington remanded the case to the FCC on the ground that the comparative hearing was still "open."

Last year a hearing examiner issued a supplemental initial decision affirming the FCC's 1954 grant [GOVERNMENT, Sept. 16, 1957]. The argument last week was on this recommendation.

Also arguing against WJRT was ch. 57 WKNX-TV Saginaw, Mich. This station held not only that WJRT should be disqualified, but took the position that the status of the other applicants also had changed so radically the whole hearing should start again from scratch. At the time of the original hearing, WFDF was part of the Consolidated group (Harry Bitner); all except the Flint station were sold to Time Inc. There have been changes in the Butterfield situation also, WKNX-TV contended.

WJRT stated it had not intended, nor did it, conceal any information on its plans and the change was made after it had received the grant and the comparative case was closed.

In a second oral argument last week, Midwestern Broadcasting Co. (Les Biederman interests) and Straits Broadcasting Co. (WCBY) argued in their own behalf for the grant of ch. 4 Cheboygan, Mich. An initial decision favors Midwestern.

All Will Have Time to File For Barrow Report Testimony

The FCC last week told inquiring networks and affiliates anxious to appear at the March 3 open hearing on the Barrow Report [GOVERNMENT, Jan. 13] that it would be lenient—it would give all comers time to file appearances.

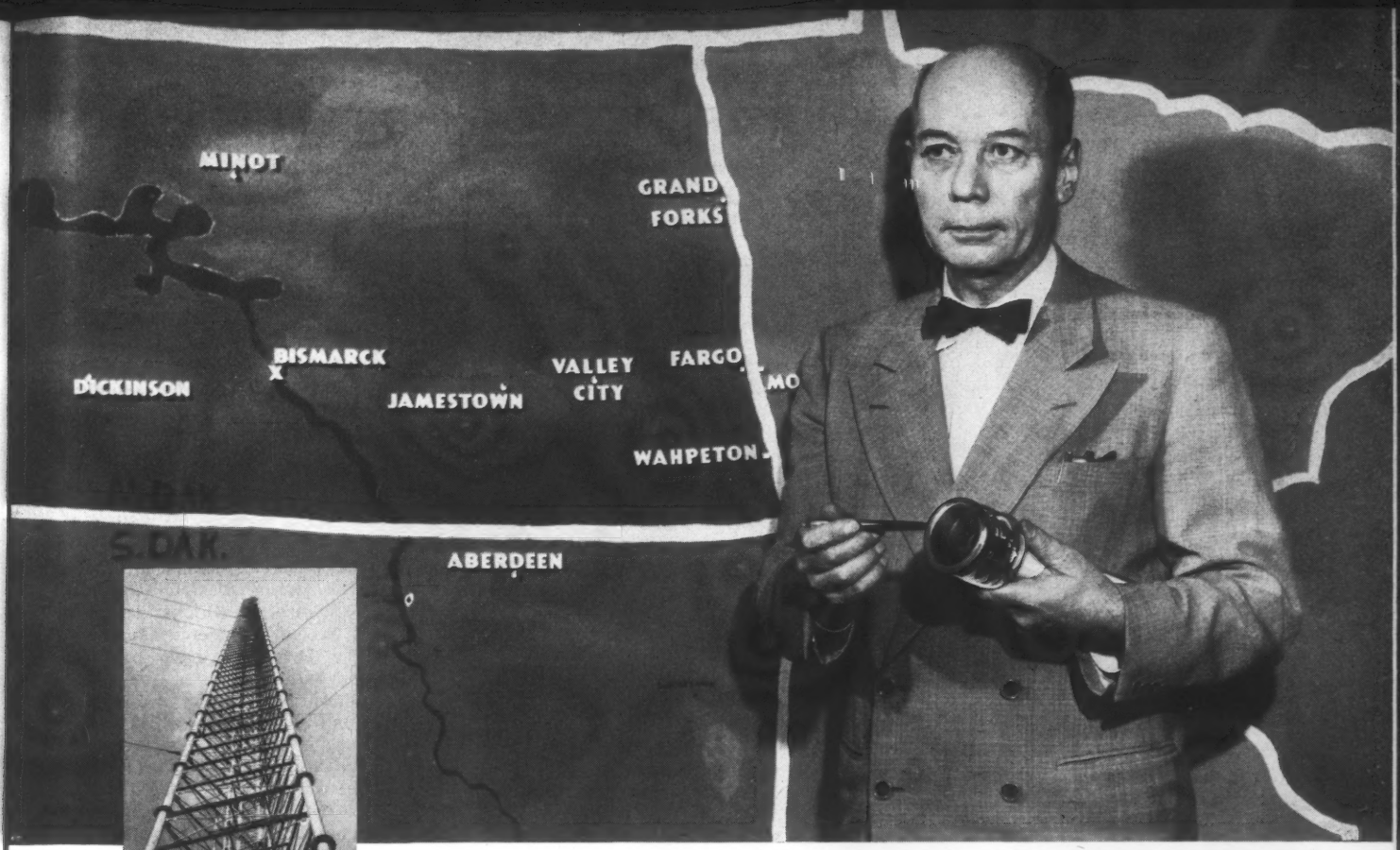
The deadline for appearances is Jan. 31, but the Commission has already told one group of CBS affiliates that it could file its nominations by Feb. 8, and another CBS group by Feb. 15. The filings are for the purpose of identifying witnesses and the subjects on which they will testify.

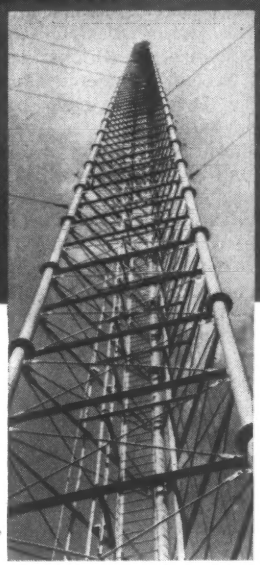
Meanwhile, the Commission has received responses to its "citations" last month [GOVERNMENT, Jan. 6] asking networks and stations to respond to charges carried in the Barrow Report of network pressures on stations involving rates and time clearances. First responses were from Storer Broadcasting Co. (two stations) and WBTV(TV) Charlotte, N. C. Both stated that they had no knowledge of the alleged pressures, and anyway their spot rates were not changed to the levels allegedly sought by the networks.

The Commission granted CBS to Feb. 7 to answer the purported violation of present chain broadcasting rules. It is also understood that ABC had asked for an extension. NBC's reply is not due till this week.

Liquor Bill Comes Up Again

The anti-spirits crusaders are slated for their annual journey to Capitol Hill next month when hearings will be held by the Senate Interstate & Foreign Commerce Committee on the bill (S 582) of Sen. William Langer (R-N. D.) to regulate liquor advertising on radio and television. Committee last week agreed to permit Chairman Warren D. Magnuson (D-Wash.) to designate the exact date. It will not be held until after Feb. 15, following a request from labor groups which intend to participate but which will be holding national conventions in late January and early February.





LLOYD R. AMOO, Vice President and Chief Engineer, KXJB-TV, Valley City, N. D. **SAYS:**

"G-E Camera Tubes Help KXJB-TV Serve All North Dakota with Topflight Television!"

"With our 1,085-foot antenna, and our North Dakota Broadcasting Company affiliates at Bismarck, Fargo, and Minot, KXJB-TV channels CBS and local television programs to all parts of this state.

"Our responsibility is a big one—to bring to isolated farms, as well as city homes, entertainment and instruction that meet the highest standards of clearness, sharpness and continuity.

"General Electric 5820's, like the one I'm holding, help us live up to this responsibility. For one thing, these G-E tubes aren't temperamental—far from it. In our six studio cameras, they handle fast-changing assignments of 50 to 70 live commercials a day, without tube fatigue or image burn-in. Also, some of the tubes have logged over 1,100 hours, and are still doing a fine job. That's value-giving life, and saves the station money.

"Call us both satisfied and pleased with General Electric camera tubes—their performance, their reliability, and long service life!"

* * *

Your local G-E tube distributor stocks G-E Broadcast-Designed camera tubes—makes fast deliveries. Phone him! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Ky.*

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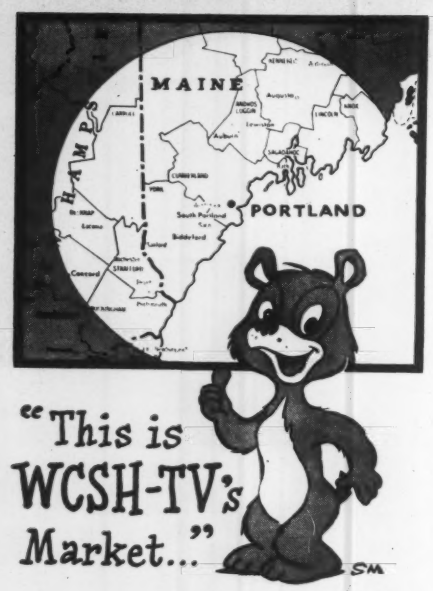
11-12-301



"This is WCSH-TV's Market..." SM

with $1 billion-plus buying power and over 80% spent at home . . .

The Market

* 13-county Portland, Maine trading area grouping southern Maine-eastern New Hampshire
* $1 billion-plus spendable income *(7/1/57 SRDS estimates)*
* 238,000 TV homes *(NCS #2—1957 Census projection)*

The Station

* greater penetration *(NCS #2)*
* more viewers—*13-county area*
  Telepulse May 1957
  Portland Metro Telepulse October 1957
  Portland Metro ARB November 1957
* highest-rated news—
  NBC News first
  News on 6 second
* only NBC-TV affiliate effectively serving area

Ask any Weed-Television man to show comparative coverage maps of the WCSH-TV market area

WCSH-TV

PORTLAND, MAINE

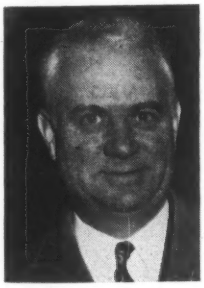
Northern New England is sold on

BRICKER NETWORK BILL UP AGAIN

- **Senator to press for hearings on regulation measure**
- **Timing depends on action on Barrow, Cox proposals**

Sen. John W. Bricker (R-Ohio) let it be known last week that he will push for Senate passage this year of his nearly four-year-old proposal for FCC regulation of radio and television networks.

At the same time Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee, of which Sen. Bricker is ranking minority member and former chairman, announced that hearings will be held on the Bricker legislation (S 376) in the "near future."



SEN. BRICKER

An "informal" (telephone) conference among Sens. Bricker and Magnuson and Chairman John C. Doerfer of the FCC — planned over the past weekend—was to determine just how near in the future that will be.

The snag: The Commerce Committee wants the FCC to go on the witness stand to state its views on the proposal to regulate networks and to comment on charges which have been made against network option time, must-buys and other practices, which have been condemned in a staff report to the committee by its former special tv counsel, Kenneth A. Cox [LEAD STORY, July 1, 1957], and by others before and after. The FCC, on the other hand, has withheld its views pending its final action on its own staff study, the Barrow Report, which makes similar charges and covers much the same ground and on which the FCC has set hearings beginning March 3.

The weekend conference among Sens. Bricker, Magnuson and Chairman Doerfer was asked by the two senators so they could get an estimate of when the FCC expects to wind up its hearings and act on the Barrow recommendations.

If the senators learn that the FCC expects to clean up the Barrow Report by, say, "April," a Bricker spokesman said Thursday, then the Senate Commerce Committee will hold up its own planned hearings on the Bricker bill until after it receives the final FCC report. But if the senators ascertain that the Commission will not be ready to make its report until "something like June"—which would give little time during this session to hold hearings on the measure and get Senate action on it before an expected adjournment in early or mid-August—both Sen. Bricker and Sen. Magnuson are prepared to begin hearings as soon as the committee can clear dates for such sessions.

But the Bricker spokesman would make no estimate on just when he thought that would be.

It was learned that the Ohio Republican wants to get his proposal before the Senate and passed during this last session of the 85th Congress, although he does not expect there will be time to get it acted upon by the House.

Sen. Bricker's long-range plan is to get Senate approval this year, even if the measure dies in the House upon Congress' adjournment late this summer. He feels Senate approval this year, preceded by committee hearings, would mean there would be little Senate delay in approving the same legislation when Sen. Bricker re-introduces the bill into the 86th Congress, as he fully intends. This would get it to the House side sooner for consideration in the 86th Congress.

The Bricker proposal was first introduced May 13, 1954, during the GOP-controlled 83rd Congress when Sen. Bricker was chairman of the Senate Commerce Committee. Although the Democrats have controlled the 84th and 85th Congresses, the Ohioan has re-introduced the identical measure each time. But, until now, he has never pushed for its passage.

The reason Sen. Bricker has been willing to let the network-restricting legislation lie in committee is that the Senate Commerce Committee has been conducting its three-phase probe of television—tv network practices, uhf-vhf allocations problems and pay television.

This investigation was inaugurated by Sen. Bricker when he was chairman of the committee in 1954 and has been continued by the Democrats under Sen. Magnuson. The Bricker move for a tv probe by the full committee followed hearings on uhf problems, held in the spring of 1954 by a Senate Commerce subcommittee then headed by Sen. Charles E. Potter (R-Mich.).

Last week Sen. Bricker apparently felt he had waited long enough to see action on his proposal. And apparently the senator feels that his stand has been justified to some extent by a suggestion in the Barrow Report that the FCC might want to look into the possibility of whether it should regulate the networks.

Sen. Bricker's spokesman said last week the Ohioan is still convinced that "sooner or later some form of regulation for networks" is needed. "Not strangulation," he said, but "some check" to make them responsible to the FCC so that agency will know "what they are doing—that they are not just free entities." He said those people who feel the senator wants to make public utilities of the networks are "wrong."

The Bricker spokesman was quick to admit that hearings on the Bricker legislation would in large part duplicate what has been done already by the Senate Commerce Committee in its overall tv probe, and by other groups such as the House Antitrust Subcommittee. But he still felt that such additional hearings are necessary on the senator's proposal to make networks, as such, answerable to the FCC and to the provisions of the Communications Act as the act would be amended by the measure.

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Whether you're one of the more than 50,000 radio-electronics engineers who will attend this year's convention and show or one of the 800-plus exhibitors, you made this what it is today. It's big... but just big enough to bring you all that's new in radio-electronics research and development!

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Smathers' BMI Bill Set for Hill Hearing

The Communications Subcommittee of the Senate Interstate & Foreign Commerce Committee will begin hearings March 11 on a bill (S 2834) by Sen. George Smathers (D-Fla.) which would prohibit radio and tv stations and networks from ownership in music publishing firms and/or record companies.

In announcing the hearings, Sen. John O. Pastore (D-R. I.), subcommittee chairman, took notice of the widespread interest the bill has attracted within the industry [GOVERNMENT, Sept. 2, Aug. 26, 1957]. He said individuals prominent in broadcasting and the music recording industry will be invited to testify.

In introducing the bill, Sen. Smathers charged the networks, through ownership in BMI, have created a "monopoly" with the result that inferior songs are broadcast to the exclusion of better material.

Specifically, the legislation provides that no construction permit or license for a broadcasting station shall be granted or held by (a) any person or corporation engaged in, or which owns any interest in a corporation engaged in, the business of publishing music or of manufacturing or selling recordings of musical composition; (b) any corporation which directly or indirectly is controlled by any person or corporation engaged in the business of publishing music or of manufacturing and selling recordings.

Any licensee in violation of the bill, at the time it is passed by Congress, would be given a "reasonable time" to dispose of the interests placing it in violation. The networks, while not licensed as such by the Commission, would come under provisions of the bill because of their ownership of radio and tv stations.

Members of ASCAP and Songwriters Protective Assn. have been vocal in their praise of the Smathers proposal. ASCAP repeatedly has charged that its songs have been forced off the airlanes by the networks in favor of BMI songs. ASCAP currently has pending a $150 million damage suit against BMI.

Sen. Smathers' bill, in turn, has been bitterly attacked by broadcasters associations and BMI, which charged Sen. Smathers has been mislead by ASCAP "propaganda." ASCAP, BMI charged, is seeking publicity which will prejudice the courts in the pending lawsuit.

Sen. Pastore stated Thursday that the lawsuit will play no role whatsoever in the hearings. "My only and sole concern is in the public interest," he said, in stressing that testimony will be limited to matters over which Congress has jurisdiction.

Members of the subcommittee are Sen. Mike Monroney (D-Okla.), Strom Thurmond (D-S. C.), John Bricker (R-Ohio) and Charles Potter (R-Mich.). Sen. Smathers is a member of the parent committee.

Latest opposition to the S 2834 bill has been registered by the Connecticut Broadcasters Assn. in letters to the two Connecticut senators, Republicans Prescott Bush and William Purtell. The association claimed the bill implies that broadcast licensees would and do show partiality to BMI songs over ASCAP numbers. To refute this contention, the Connecticut group invited senators to visit, unannounced, any station and witness the methods by which music is selected for programming.

WMUR-TV Bid Still in Hearing; New Filing for Ch. 9 Dismissed

The application of Television for New Hampshire Inc. for ch. 9 Manchester, N. H., in opposition to the application for license renewal of ch. 9 WMUR-TV that city has been dismissed by Chief Hearing Examiner James D. Cunningham [CLOSED CIRCUIT, Jan. 13].

The dismissal was requested by the former group. The WMUR-TV application was continued in hearing. At one point several weeks ago an arrangement was worked out by which Tv for New Hampshire Inc. was to buy WMUR-TV from former New Hampshire Gov. Francis P. Murphy. The price was said to be $720,000. The deal, however, fell through. Last year WMUR-TV was sold to Storer Broadcasting Co. for $850,000, conditioned on the move of the ch. 9 outlet closer to Boston. This transaction fell through when it became impossible to find a site near Boston which would receive Airspace Panel approval.

FCC Threatens to Pick Up Two Station Authorizations

The Commission threatened to take away authorizations from two broadcasters last week.

It ordered a hearing for ch. 13 KYAT (TV) Yuma, Ariz., for failure to build. It also sent a McFarland letter to KTHE Thermopolis, Wyo., charging that its ownership had been changed without prior FCC approval.

In the Yuma case, KYAT has been trying to move ch. 13 into El Centro, Calif., and asked the Commission to extend its cp until the rule-making proposal is determined. KYAT is owned by Wrather-Alvarez Broadcasting Co., which also owns KFMB-AM-TV San Diego, Calif., and KERO-TV Bakersfield, Calif.

In the Thermopolis case, W. S. Black was charged with operating KTHE illegally, since he did not secure prior Commission approval. Mr. Black bought the station for $5,000 at a bankruptcy sale last year [GOVERNMENT, Nov. 25, 1957].

FCC to Deny WSLA-TV Move

The FCC last week directed its staff to prepare an order denying the application of ch. 8 WSLA-TV Selma, Ala., to move its transmitter closer to Montgomery, and to build a 2,000 ft. tower. The proposed site is 50 miles from Selma and 23 miles from Montgomery. A hearing examiner recommended disapproval last December [GOVERNMENT, Dec. 17, 1957]. The proposal was opposed by Montgomery stations and the U. S. Air Force.

Watch Over FCC Mileage Rules Seen by Lindow as AMST Duty

Full tv service for the public requires constant watch over FCC mileage separation rules by Assn. of Maximum Service Telecasters, the association points out in its first annual membership report.

In submitting the resume of the year's developments, Lester W. Lindow, AMST executive director, described field studies and laid out plans for the coming year. The AMST membership will meet April 27 in Los Angeles during the NAB convention.

All FCC applications for new stations and for transmitter shifts as well as all rule-making petitions are scanned by AMST counsel, the report shows, with oppositions filed if breakdown of maximum service is proposed.

Projects on the current schedule include continued efforts to obtain removal of the excise tax on all-channel tv sets to encourage uhf development. Reporting of House and Senate committee investigations will be continued. The association anticipates continued efforts to break down mileage separations and pressures on tv by other services. Organized and accelerated moves to create a system of drop-ins at degraded mileage separations are anticipated.

Accomplishments include reports on field studies of tv propagation characteristics in Wilkes-Barre, Pa., and Baton Rouge, La., areas plus an upcoming report on the Madison, Wis., area. Mobile units are now operated in Columbia, S. C., and Fresno, Calif. The units traveled over 40,000 miles in 1957. The AMST findings have been submitted to Television Allocations Study Organization.

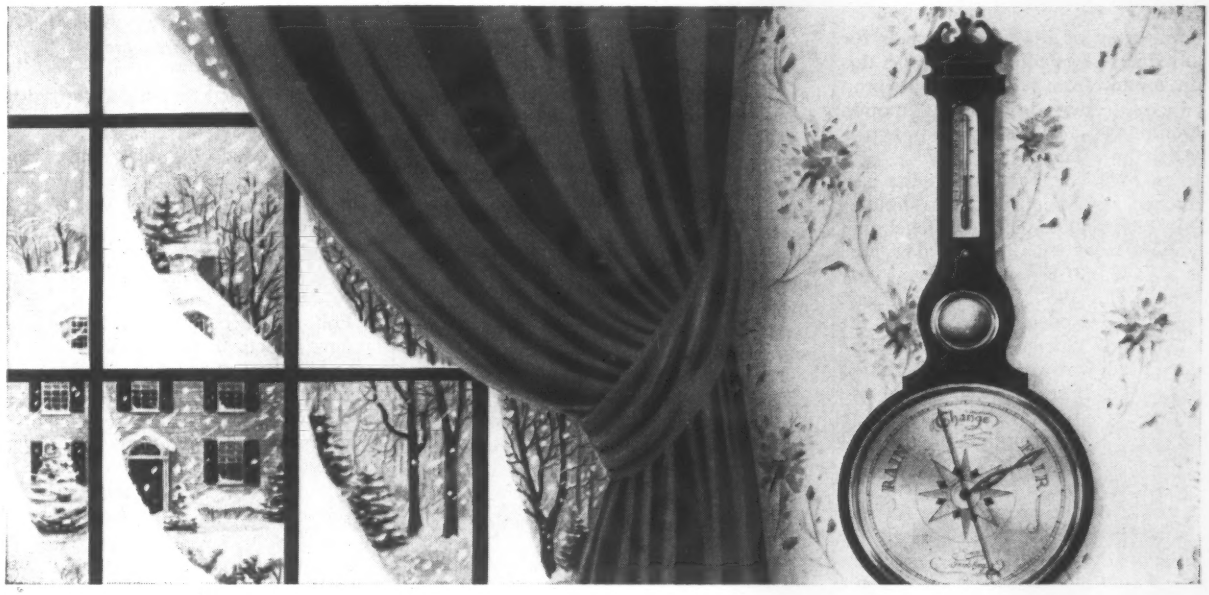
Three California Tv Outlets To Carry 'Fee or Free' Tv Debate

The subscription television issue will be debated again Jan. 31, 7:30-8:30 p.m., PST, on three northern California tv stations, according to KRON-TV San Francisco which will originate *Fee or Free*. Other stations may be added.

KSBW-TV Salinas-Monterey will pick up and rebroadcast the program while transmitting the KRON-TV signal by microwave relay to KSBY-TV San Luis Obispo. Participants thus far include Paul McNamara, International Telemeter Corp. vice president (for pay tv), against John Cohan, KSBW-TV president-general manager, and Arnold C. Childhouse, director, Northern California Theatre Owners Assn. Questions telephoned by viewers, to be answered on the air, will be received on special telephones set up in the cities during the program.

The program will be the third on pay tv carried by KRON-TV since late last summer. The first was repeated by kinescope on KSBW-TV and KSBY-TV and reportedly prompted 5,006 viewers to write the two stations, with all but four condemning the pay system [PROGRAM SERVICES, Nov. 11, 1957].

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Will you "weather the winter" in good health?

During the stormy, disagreeable winter months, colds, pneumonia and influenza may strike with increasing frequency. And this winter brings another variety of influenza—"Asian flu."

The symptoms of "Asian flu" are much like those of other "grippy" colds . . . fever, marked tiredness, and aching. Should these symptoms occur, call your doctor, go to bed . . . and stay there until he tells you that the likelihood of complications is over. Barring complications, doctors recommend home care rather than hospital treatment.

"Asian flu," like a severe cold, can lead to pneumonia. Medical science, however, has become increasingly skillful in treating pneumonia. Today, all but a very small proportion of pneumonia cases are saved. But treatment must be started promptly to bring pneumonia under control quickly.

How you combat any respiratory disease depends a lot on your physical condition. While it is wise to maintain your general health in every way, it is equally wise to take preventive measures which may help guard against all respiratory infections.

Keep away from crowds as much as you can.

Guard against chilling and dress warmly.

Avoid people who have respiratory disease.

Cover your coughs and sneezes with paper tissues.

Dispose of used tissues immediately.

Wash your hands thoroughly before eating.

Isolate any member of your family who has cold or flu-like symptoms.

Your doctor may also advise vaccination against "Asian flu."

Be sure to stay in bed as long as your doctor recommends.

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MGM-TV TO BOOST ITS TV ACTIVITY

- **Vogel reveals new tv plans**
- **Tv reduced Loew's '57 losses**

MGM-TV is stepping up its tv activity even further.

The new report of MGM-TV's plans for increased expansion is coincidental with this disclosure: money from tv was a major prop for Loew's in a period when the motion picture company's corporate health apparently sagged the most.

Indication of tv's importance in the past was contained in a report to stockholders by Loew's President Joseph R. Vogel that mixed hopeful news with the sad. The blue note was a $445,000 loss for the fiscal year ended Aug. 31, 1957. The trumpeting: Loew's would have earned $745,000 if the company hadn't changed its accounting practices; the "downward trend" of Loew's business has been halted, and there will be a "resurgence of business" for the company starting with this motion picture season.

Loew's MGM Lion for about a year and a half has been on the prowl in the tv field. Loew's now leases exclusive rights to the pre-1948 MGM library; is filming programs for tv; is negotiating at present with ABC-TV to produce film for the network; has been expanding its production of tv commercials and rents studio facilities to other companies for tv film production. (Example: California National Productions' filming on the MGM lot of the *Union Pacific* tv series.)

Mr. Vogel did not detail Loew's current tv activity, but noted, "Our television production has expanded profitably and is contributing to a more efficient utilization of our studio facilities."

He revealed tv's hypodermic effect in a brief rundown of the corporation subsidiary contributions which showed every division making money except motion picture production and distribution.

Before interest charges and federal income taxes, Loew's MGM Television, radio, record and music publishing subsidiaries earned $5,520,000; its domestic and Canadian theatres earned $3,975,000; but its MGM studio and distribution operations lost $7,784,000.

MGM-TV has a number of projects underway. This is the status of current activity and future plans:

Charles C. (Bud) Barry, MGM-TV vice president, was expected to leave for England this week to negotiate the sale of *Northwest Passage* tv series to BBC. *Northwest* has been sold to NBC-TV and will be slotted as a half-hour or hour series on Sunday nights next fall, possibly as a lead-in audience builder for the *Steve Allen Show*.

MGM-TV has been conferring with George Cukor, MGM producer-director, on a proposed hour or 90-minute dramatic anthology (on the idea of *Playhouse 90*, MGM explains). The series would draw on unproduced properties owned by MGM. A number of other MGM properties on which motion pictures were based in the past also is being considered by MGM-TV for television series.

New accounts are being signed for its tv commercial production unit in Culver City. Mr. Barry has appointed Elmer Wilschke, formerly in a managerial function with Fine Sound, an MGM subsidiary, as business manager of the department. Virgil (Buzz) Ellsworth is manager of the commercial and industrial department.

MGM-TV has revived talks with Leonard Goldenson, president of AB-PT, and James T. Aubrey Jr., ABC-TV vice president in charge of programming and talent, on possible MGM production for ABC-TV. It has dusted off the projected anthology formerly called *Mystery Street* and now titled, *Act of Violence*.

The studio's first entry on the network—*Thin Man* on NBC-TV has been chalked up as a success. Colgate-Palmolive has renewed the show [AT DEADLINE, Jan. 13] for another 26 weeks—13 new programs for the rest of the season and 13 reruns.

The MGM features (more than 700 being distributed to tv by MGM-TV itself) are now in approximately 88 markets, representing a value in gross sales of about $52 million.

The fiscal 1957 period was a critical one for Loew's. The huge motion picture (MGM) and theatre (Loew's Theatres) company was undergoing an internal tug-of-war over control, while attempting to reduce unwieldy, top-heavy expenditures and at the same time build up its motion picture production.

Mr. Vogel came out on top after a prolonged battle with a dissident stockholder group. He also has been effecting economies.

In the first quarter of the current fiscal year, Loew's lost $1,290,849, or 24 cents per common share, Mr. Vogel said, "before the upturn began to assert itself."

Gold Medal Studios Announces $750,000 Expansion Plan in N. Y.

Gold Medal Studios Inc., New York, which leases space to television and motion picture producers, will spend $750,000 in the next three years to expand its facilities based on the firm belief that both motion picture and television film production will be done more and more in the East, Martin Poll, president of Gold Medal, stated at a news luncheon last Tuesday.

Mr. Poll stressed the substantially lower eastern production costs as a primary factor in helping his organization reach its decision to expand. At the same luncheon, George Justin, production manager of the movie "Face in the Crowd," said the average Hollywood picture budgeted at $1.5 million could be produced in a top New York studio at a saving of $400,000 to $500,000.

Mr. Poll also pointed out that in addition to an increasing number of independent producers who are beginning to turn to New York for production of theatrical films, many companies specializing in television films and commercials are coming back to the city because of the economic benefits.

The expansion at Gold Medal's studios (located in the former Biograph lot in the Bronx) will include the addition of six new stages in addition to the present two. Almost immediately, Gold Medal will take over one additional studio in the Bronx and add another in the DuMont TeleCentre, 205 E. 67th St., in midtown Manhattan. The studio, to be known as Gold Medal Midtown, is considered a secondary development compared to the Bronx expansion—where four new stages will be built. The Bronx studios will be known as Gold Medal Uptown.

Dietz Status at Loew's Revised

As part of an economy move by Loew's Inc., the film firm announced that Howard Dietz, vice president in charge of advertising, publicity and exploitation, has relinquished his $2,000-per-week post to become consultant to the firm at $1,000 per week. The veteran executive is credited with many industry publicity innovations, including the lion head trademark for MGM. Loew's President Joseph R. Vogel meanwhile is submitting a revised slate of 19 board nominees to stockholders for the annual meeting Feb. 27.

Parton to New SG Sales Post

The promotion of A. Frank Parton to the newly-created post of southwest area manager of syndication sales for Screen Gems Inc. was announced last week by Robert Seidelman, syndication sales manager of Screen Gems. The southwest area becomes

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

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CINCINNATI, OHIO
THE *L.B. Wilson* STATION
WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

the sixth division of SG's syndication sales organization.

Mr. Parton has been a sales executive with Screen Gems in Houston for two years and previously was with Ziv Television Programs. As part of an expansion move in the southwest area, Richard Campbell, formerly manager of KNAC-TV Fort Smith, Ark., has joined the staff under Mr. Parton. The division headquarters is in Houston.

NTA 'Hall of Fame' Programming Now Being Offered to Stations

National Telefilm Assoc., New York, is offering tv stations a program service plan providing them with unlimited use of about 1,000 hours of film programming, including feature films, series and short subjects, it was announced last week by Harold Goldman, NTA executive vice president.

Titled "Hall of Fame" programming, the package will be sold through NTA's Famous Films Div., which handles sales on re-run films. Feature films in the package include "How Green Was My Valley," "The Ox-Bow Incident," "The House on 92nd Street" and "The Foxes of Harrow." Among the half-hour series in the library are *The Adventures of China Smith, Combat Sergeant, International Playhouse* and *Orient Express.* The library also includes cartoons and short subjects.

Edward M. Gray, NTA vice president, is in charge of the western area for Famous Films and Stanley Florsheim, general manager, supervises the eastern area. New account executives at Famous Films are Charles D. McNamee, with NTA since 1955; Charles King, formerly with Television Programs of America; Leo W. Knight, previously with Ziv Television Programs, and Jerry Weisfeldt, formerly with C&C Television Corp.

NTA Network Status Uncertain As Initial Programming Ends

The direction that the NTA Film Network will take in the next few months was in doubt last week as its main programming effort, *Premiere Performance,* was ending its schedule of 39 weeks in a few scattered markets throughout the country.

The network began operating on a commercial basis last April, with Warner-Lambert Pharmaceutical Co. sponsoring two-thirds of *Premiere Performance*—consisting of one and one-half hours per week of feature film programming on 134 stations. The 39-week sponsorship ended the beginning of January, except in markets which had not run off all the dates. During the 39-week period, other advertisers sponsoring *Premiere Performance* included P. Lorillard & Co., Hazel Bishop, Sunbeam Corp. and Smith Bros.

A spokesman for Lambert & Feasley, agency for Warner-Lambert, said the company was "very satisfied" with the NTA programming, adding the sponsorship was not renewed because the company committed itself last fall to sponsor one-half of NBC-TV's *Tic Tac Dough* and all of NBC-TV's *Restless Gun.* He added that Warner-Lambert had tried, unsuccessfully, to sell half of *Restless Gun,* hence could not consider renewed sponsorship of *Premiere Performance.*

An NTA spokesman insisted the dropping of *Premiere Performance* will not interfere with other plans for the NTA Film Network. He said plans are now in the formative stage and encompass various half-hour series produced by TCF Television Productions, Hollywood, and several live series.

ON CAMERA

CBS reports it has authorized Talent Associates Ltd., N. Y., to begin production of pilot film for new television series *Too Young to Go Steady,* starring Don Ameche and Polly Bowles, which will be done live from New York. Series will be produced by **Michael Abbott,** with **David Susskind** as executive producer and will be owned jointly by CBS and Talent Assoc.

Screen Gems will begin production next month in Hollywood of *Dial 116,* half-hour tv film adventure-suspense that is expected to be ready for syndication next fall. Series will be produced for SG by **Herbert B. Leonard.** Cooperation of Rescue Squad of Los Angeles Fire Dept., whose telephone number is 116, has been enlisted by producer.

Warner Bros.-Tv has begun laying groundwork for its fourth new tv series scheduled for advertiser-availability next fall. Series of 39 episodes is titled *Room for One More.*

Tv Spots Inc., Hollywood, is making 260 five-minute episodes of new *Crusader Rabbit* tv cartoon series for distribution by Capital Enterprises. **Sam Nicholson** is production supervisor and **Chris Bob Hayward,** writer. Series is planned for March 15 release.

RANDOM SHOT

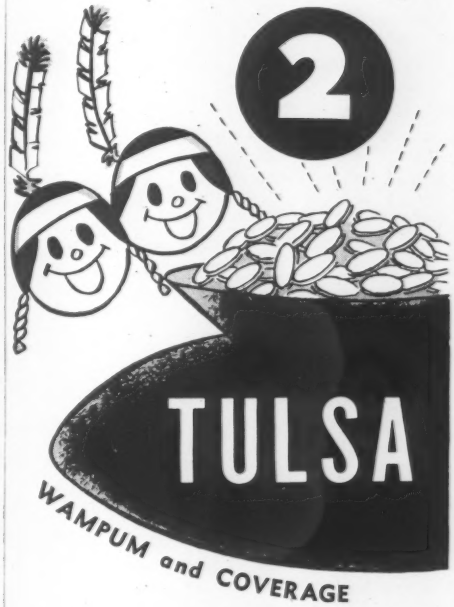
CBS-TV Film Sales reports 30% rise in gross sales for 1957 over 1956. Of gross income for company, foreign sales accounted for 20% with 27% increase in that category, company announced.

FILM SALES

ABC Film Syndication, N. Y., reports sales on *26 Men,* half-hour tv film series, to Molson Breweries, Erie, Pa., for WICU (TV) Erie; WEAR-TV Pensacola, Fla.; WITN (TV) Greenville-Washington, N. C., and WGN-TV Chicago, raising total markets to 154.

Governor Television Attractions Inc., N. Y., has announced sale of *The Laurel & Hardy Show* in 17 new markets, bringing total markets sold to date to 96. New market sales include KOOL-TV Phoenix; KNXT (TV) Los Angeles; WVUE-TV Wilmington, Del.; WTOP-TV Washington, D. C.; WMBR-TV Jacksonville, Fla.; WPST-TV Miami; WSUN-TV St. Petersburg, Fla.; WEEK-TV Peoria, Ill.; CKLW-TV Detroit; WCCO-TV Minneapolis; WOW-TV Omaha; WBUF (TV) Buffalo, N. Y.; KYW-TV Cleveland; KDKA-TV Pittsburgh; WFAA-TV Dallas; KELP-TV El Paso, Tex., and KXLY-TV Spokane.

it's there for you . . . on channel



Did you know that Sales Management rates Tulsa both a better quality and a better productive market than either Boston or Baltimore? It's a fact; and alert advertisers are taking advantage of it . . . northeastern Oklahoma has an effective purchasing power of $1-billion. Your key to this pot of gold is KVOO-TV with its productive programming, PLUS revealing market research, merchandising and promotion aids, and constant attention to your account and problems. Yes, in Tulsa, it's for you . . . through Channel 2. When do you start?

NBC

For current availabilities contact any office of Blair Television Associates

Voters Get the Picture In Pro-Radar Campaign

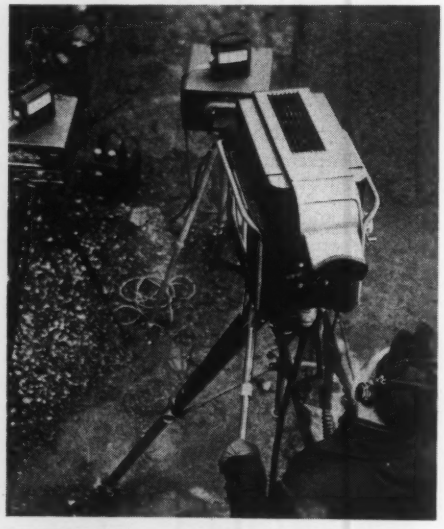
The battle in Pennsylvania over the legality of installing radar "speed traps" along the state's major arteries may be settled peacefully—through local television bought and paid for by a state agency.

For years, the Pennsylvania state legislature has delayed radar for traffic control by keeping enabling legislation bottled up in committee. Among those for radar and against the legislature is Gov. George Leader.

Last Monday, the pro-radar forces took their battle to the public. That day, the Bureau of Highway Safety, Dept. of Revenue—through Smith, Taylor & Jenkins Adv., Pittsburgh—bought 10 live 30-minute blocks of time from WTPA (TV) Harrisburg. Purpose: To show the public, via remote tv, how the installation of radar can cut down traffic hazards and save life and limb. Two programs per afternoon, Monday through Friday, were scheduled.

The means used in the attempt to justify the end: Pennsylvania's annual state farm show sponsored by the commonwealth's agriculture department and a big attraction at this time of the year. While other state departments exhibited their prize accomplishments and purposes, the Highway Dept. staged an educational exposition of radar. This is how it did it:

WTPA (TV) General Manager Don Wear sent the station's remote unit to a busy stretch of U. S. Rt. 22 five miles outside of Harrisburg. Its job: To "track" approaching autos and trucks with one camera while another concentrated steadily on the state-manned radar meter. When a vehicle broke the 35 mph limit, the camera would pick up the radar needle clocking the speed and superimpose this image over the guilty car or truck.



FOCUSING *on radar needles clocking the speed of passing vehicles, WTPA (TV) cameramen literally work on state time—in an effort by the Bureau of Highway Safety to win votes for radar "speed traps." And, though the issue is a political one, there's no question of demands for equal time; the pro-radar highway department bought and paid for their television campaign.*

Able to watch this—and listen to the running commentary by WTPA Program Manager Mac McCauley—were 211,485 fair visitors plus regular WTPA viewers. WTPA installed four 21-inch monitors at the highway safety exhibit at the fair and staged its "test programs" twice each afternoon, at 2:30 and again at 3:30. The purpose was to convince the voter that radar patrolling does not constitute "invasion of privacy."

About 51% of all vehicles seen during the test were exceeding the speed limit. Viewers on Tuesday afternoon saw a state patrolman catch and ticket a speeding truck. This was unrehearsed. After writing the ticket, the patrolman drove back to the WTPA remote truck to ask what was going on and learned he had been on television.

WGN-TV Gets Cubs Home Games

A new two-year contract for rights to the Chicago Cubs daytime home games has been signed by WGN-TV that city and the club's management, it was announced Wednesday. The pact, covering the 1958-59 schedules, supplements a three-year tv agreement previously negotiated with the Chicago White Sox (1958 through 1960) and a five-year arrangement for radio broadcasts of all Cubs contests starting this season. Jack Brickhouse and Vince Lloyd will handle play-by-play of both teams on television. Jack Quinlan and Lou Boudreau have been signed for radio coverage.

WOR-TV to Carry 78 Games Of Philadelphia Phillies

WOR-TV New York, which had been telecasting the games of the Brooklyn Dodgers until the team moved to Los Angeles at the end of the last season, last week completed plans for carrying 78 games of the Philadelphia Phillies schedule this spring and summer. It was reported the station bought the tv rights for about $500,000.

A joint announcement last week from Gordon Gray, executive vice president and general manager of WOR-TV, and Robert R. M. Carpenter Jr., president of the Phillies, said the station will telecast 58 home games and 20 road contests. The Phillies will meet Cincinnati 14 times, the Braves 9 times and Los Angeles, San Francisco, Pittsburgh, St. Louis and Chicago 11 times each. The schedule has been arranged so it will not conflict with the home game telecasts

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 101.*

WLEX LEXINGTON, KY. • Sold to Roy B. White Jr. by Central Kentucky Broadcasting Co., J. D. Gay Jr., president, for $255,000. Mr. White was an advertising and radio consultant in Chicago. WLEX operates on 1300 kc with 1 kw.

KBYE OKLAHOMA CITY, OKLA. • Sold to Kevin B. Sweeney, Glenn Griswold and F. F. (Mike) Lynch by Albert Zugsmith and associates for approximately $180,000. Mr. Zugsmith and his group bought KBYE from Kenyon Brown and associates last summer for $90,000. Mr. Griswold was general manager of KFEQ-AM-TV St. Joseph, Mo., and Mr. Lynch is general manager of KBYE. Mr. Sweeney will own 36% of KBYE, Mr. Griswold 18% and Mr. Lynch 28%. H. J. Cole, station accountant, retains his 18% interest. KBYE is a 1 kw daytimer on 890 mc.

KBIS BAKERSFIELD, CALIF. • Sold to Eastern Electrosonic Industries Corp. by Marmat Radio for $165,000. Eastern Electrosonic, manufacturer of sonic devices, is owned by Lexmont Corp. (90%), real estate holding firm, and William E. Casey (10%), an officer of both Electrosonic and Lexmont. KBIS operates on 970 kc with 1 kw.

KHUM EUREKA, CALIF. • Sold to Wendell Adams and Jock Fearnhead by Carroll R. Hauser for $163,750. Mr. Adams is with William Esty Co., New York; Mr. Fearnhead is vice president-general manager of WINS New York. KHUM operates on 980 kc with 5 kw day, 500 w night, and is affiliated with CBS. Mr. Hauser retains his interest in KVEN Ventura, Calif.

KTYL-AM-FM MESA (PHOENIX) ARIZ. • Sold to Sherwood R. Gordon, president of Gordon Broadcasting Co., by Dwight Harkins and others for $150,000. Gordon Broadcasting also owns WSAI-AM-FM Cincinnati and sold WILD (now WYDE) Birmingham last spring to The Bartell Group for $325,000. KTYL operates on 1310 kc with 5 kw day, 500 w night. KTYL-FM operates on 104.7 mc with 16 kw.

WTAL TALLAHASSEE, FLA. • Sold to Victor Diehm and associates by John H. Phipps for $149,571. Mr. Diehm and group own WAZL-AM-FM-TV Hazleton, WHOL Allentown and WHLM Bloomsburg, all Pennsylvania; and WIDE Biddeford, Me. Mr. Phipps retains WTYS Marianna, Fla.; WKTG and WCTV (TV) Thomasville, Ga., and WPTV (TV) West Palm Beach, Fla. WTAL operates on 1270 kc with 5 kw and is affiliated with CBS.

WGUY BANGOR, ME. • Sold, transfer of control to Melvin L. Stone, Faust Couture and David L. Royte by Sherwood J. and Hilda R. Tarlow for $90,000. Mr. Couture is president and 99.6% owner of WCOU-AM-FM Lewiston, Me., 25% owner of WLOB Portland, Me., president and 99.6% owner of WFAU Augusta, Me. Mr. Royte is commercial and sales manager of WLOB. Mr. Stone is president and 76.716% owner of WRUM Rumford, Me., 25% owner and general manager of WLOB, president and one-third owner of WSME Sanford, Me., president and 55.493% owner of WGHM Skowhegan, Me. WGUY is on 1230 kc with 250 w, and is affiliated with CBS.

of the New York Yankees on WPIX (TV) New York, which will present 140 away and home contests this year. No sponsor is set for Phillies games.

Precon, KTLA (TV) Agree On SP Telecasting Plan

KTLA (TV) Los Angeles and Precon Equipment & Development Corp. have concluded an agreement whereby KTLA will utilize Precon equipment and know-how to initiate subliminal perception telecasting in Los Angeles, according to an announcement made jointly by Lew Arnold, general manager of KTLA, and A. Brown Moore, Precon president.

The developers of the Precon system, Dr. Robert E. Corrigan and Hal C. Becker, both Precon vice presidents, will work with John Silva, chief engineer of KTLA, to bring the technique to television as soon as possible. Equipment designed for the Precon system of subliminal communications now is being manufactured by General Precision Labs., New York.

The agreement between KTLA and Precon is a leasing arrangement whereby the station is to pay Precon $2,500 a month for the right to use the apparatus and to have the help of the Precon experts in developing proper techniques for communicating with the tv audience at a level below that of conscious perception. The agreement specifies that the subliminal telecasts will conform to the rules and regulations of the government agencies involved and that KTLA will inform the viewing public whenever the process is being used.

The KTLA lease was concluded last Monday, just six days after the Precon process had been demonstrated and explained at a meeting of the Los Angeles Advertising Club [PROGRAM SERVICES, Jan. 20]. At that time Mr. Moore had felt that tv broadcasters were poor prospects for his company until the FCC gives its blessing to subliminal telecasting. Now, a company spokesman said, tv stations are considered to be the most promising market for Precon equipment, particularly stations in such major cities as New York, Philadelphia, Detroit and Chicago. Neil Sinclair, Precon sales manager, will be in New York this week to discuss the matter with tv station executives in that city.

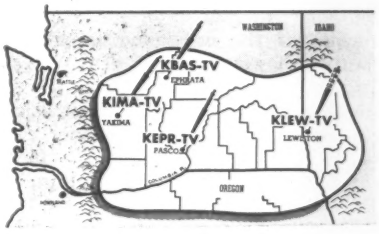
Syracuse Case Dismissed Again

A $1 million treble damage antitrust suit against the *Syracuse Post-Standard* and *Herald Journal* and WSYR-AM-TV Syracuse was dismissed for the second time in five years last week by a federal judge.

Judge Stephan W. Brennan dismissed the claim filed by WNDR Syracuse against the Newhouse newspapers and broadcast stations. He said that WNDR had failed to supply vital information. The suit had previously been dismissed by Judge Brennan in 1955, but an appeals court reversed the dismissal in 1956 and ordered trial [STATIONS, Sept. 17, 1956]. WNDR brought the suit on charges that the Newhouse newspapers engaged in "package" advertising deals and that spread "false rumors" about WNDR.

Take off that gray flannel, Smidley.

You can't even *look* like Madison Avenue anymore. Why, every other buyer in the business is snapping up this Cascade buy. Where ya been, Smidley? This Cascade is tremendous. An exclusive billion-dollar television market—the biggest single buy in the West and getting bigger every day. Let's get a bundle on it, Smid, or you've had it.



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You can have profitable patriotic programming all year long . . .

A COLLECTION OF AMERICANA

. . . a ready-to-program package of 12 complete PATRIOTIC HOLIDAY SHOWS!

- 12 quarter-hour scripts offering a distinctive approach to Lincoln's Birthday, Memorial Day, Washington's Birthday, Independence Day, Flag Day, Thanksgiving, Columbus Day, Labor Day, Citizenship Day, UN Day, Veteran's Day and Armed Forces Day.
- 15 discs featuring the finest band music, sacred songs and popular classics exclusively performed for the SESAC Transcribed Library. Over 150 selections recorded on high-fidelity 16" transcriptions. Discs are leased on a one year basis from the time of the receipt of order. A tremendous program and sales aid for all the major patriotic holidays and in your daily programming as well.

all for only $49.50 complete!

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OFFICIALS of WPST-TV Miami entertained some 600 guests who came from all over the country to the studio dedication Jan. 17. Hosts were (l to r) Walter M. Koessler, station manager; G. Ted Baker, president and general manager of WPST-TV, and Alexander (Sandy) Hardy, senior vice president of National Airlines, parent of the WPST-TV permittee, Public Service Tv Inc. George B. Storer (extreme r), whose station operations headquarter at Miami, was one of the hometown guests.

Site of the dedication program and party following was the new WPST-TV building on Biscayne Boulevard. Filmed messages from Vice President Richard M. Nixon, Florida Gov. Leroy Collins and FCC Chairman John C. Doerfer highlighted the broadcast, hosted by Mr. Koessler. Afterward guests looked over the two-story, $550,000 facilities.

Public Service Tv, wholly owned by National Airlines, has been telecasting on ch. 10 since August. It is affiliated with ABC-TV.

WOR Spends $450,000 on News For Return of $1.5 Million

There is a sound profit motive behind the expansion of quarter-hour news periods by WOR New York—a million-dollar motive.

Introducing a lunch meeting of the Radio & Television Executives Society of New York to the inner workings of WOR's news operations last Wednesday at WOR, Robert J. Leder, station vice president and general manager, said the "payoff has been tremendous" in both income and ratings. He said WOR last year realized $1.5 million gross from its news programming on an investment of $450,000 for both talent and facilities. News shows now command premium rates, he noted.

Earlier this month WOR expanded its quarter-hour news schedule to every hour on the hour Monday through Friday, 7 a.m. to 6 p.m. Five-minute and quarter-hour news shows also are aired at other periods, including those of MBS. WOR emphasizes straight news without interpretive commentary and uses many live pickups from two mobile units plus an airplane, the latter also enhancing showmanship, Mr. Leder said. WOR has eight newscasters and 10 writers on its staff, plus stringers both locally and abroad.

The WOR executive said success of the quarter-hour newscast is evidenced in rating results and proves "people want the news in depth. I've never found a valid reason for the five-minute news show. It is just a sales expediency and I believe the sales departments of stations have dictated the trend."

Mr. Leder explained that in each case where a quarter-hour news strip was added the audience rating improved. He said that in one month the new 11 a.m., 12 noon and 1 p.m. quarter-hour newscasts obtained a 30% rating increase over previous programming.

The WOR demonstration for RTES was heightened by a news break involving a mobile unit. What made fast coverage of a hillside disaster in the Bronx unique was that WOR could claim a beat. News executives of competitive major stations were part of the "captive" audience in the WOR studios at the time.

KLOS Granted Stay Against KQUE In 'Who's Got the Button' Case

There seemed to be a little confusion in Albuquerque, N. M., last week over a potent question: "Who's got the button?" Interested parties were KLOS, KQUE and the radio audience.

KLOS at the weekend had a temporary court injunction restraining KQUE from broadcasting clues aired by KLOS, operating a $500-per-week "Button, Button" contest built around hidden checks.

The button contest, controlled by Murray Worner, was started Jan. 14 by KLOS, according to E. Boyd Whitney, station president-general manager. Rights to clues were sold to sponsors and a $500 check was found the first week after the clues became highly directive.

Mr. Whitney told BROADCASTING that KQUE monitored KLOS and put KLOS clues on its own air. Last Thursday Judge Robert W. Reidy of the district court granted a temporary injunction restraining KQUE from broadcasting the KLOS clues; a hearing will be held tomorrow (Tuesday). Mr. Whitney said KQUE offered $600 to any listener who would give it a $500 check hidden by KLOS.

KQUE made this statement to BROADCASTING: "Our station is now and in the future against sensational money giveaways. We are for solid radio entertainment. Our format speaks for itself. We like contests but, frankly, it's hard enough for us to support KQUE, let alone all of Albuquerque."

Young Report Claims Big Swing To Independent Radio Dominance

The growth of local independent radio over the network affiliate, according to Adam Young Inc., New York, is "no longer a trend . . . it's an accomplished fact." The station representative Friday made public a revised edition of its earlier report, "The Dynamic Change in Radio," continuing the analysis of audience trends in the nation's top 25 markets between 1952-56. The revised report brings the report through late 1957.

The report claims a protracted drop in popularity of the network affiliate. In 1952, it noted, top-rated stations in the top 25 markets were dominated by network affiliates. At the time there existed no independent station with a "top" rating. Today the reverse is practically in order, the Young report claimed, with the ratio of independent vs. network affiliate in terms of popularity being 21 to 4.

It also said that "with the exception of the progressive plans of ABN [for other news concerning this network, see page 68], network programming fails to generate listener identity. This is why in every one of the top 25 markets, an independent station ranks among the top three in audience size. It is also noteworthy that in markets where network affiliates have substantial audiences, their non-network programming closely resembles the format of leading independents."

The Young organization represents stations in 12 of the 25 markets analyzed. At present it represents no network affiliate save perhaps CKLW Windsor, Canada (Detroit), which carries occasional MBS programming.

WERE-FM Silence Not Complete

WERE-FM Cleveland is off the air while a new antenna is being installed. When the station resumes broadcasting in mid-February it will operate with 40 kw, using a new RCA six-bay antenna and new studio equipment.

While WERE-FM raises its new transmitter, WBOE (FM), the Cleveland Board of Education station, is broadcasting part of the WERE-FM schedule on a non-commercial basis. Three hours of programming are fed each evening from WERE-FM studios to WBOE for broadcast under a cooperative plan worked out by Leo Batten, manager of the educational station, and Sam Elber, director of programs and promotion of WERE-FM. Arrangements were made on a tentative one-month basis.

DATELINES

Newsworthy News Coverage by Radio and Tv

BOSTON SUBURBS—Streeter Stuart, news commentator of WBZ-AM-TV Boston, was getting ready to leave for the office Thursday afternoon when two Air Force jets collided over the Arlington-Winchester area near Boston, three blocks from his home. The commentator, a film hobbyist, reported to work that day ready to go on the air with a complete story in narrative and motion pictures. WBZ-TV laboratories processed the film and had it ready for broadcasting in 20 minutes, setting a shop record.

While Mr. Stuart was getting first pictures of the crash, regular staffers and stringers of the Westinghouse stations were being dispatched by the mobile telephone system employed by station personnel and some 30 stringers. Reports were quickly rounded up from where the two planes hit (one crashed into two unoccupied homes, the other on the beach) and from the hospitals where two surviving pilots were taken.

Coverage was coordinated by John Luttrell, news editor of WBZ-TV, and F. E. (Dinny) Whitmarsh, news supervisor. WBZ-TV telecast the first film at 2:20 p.m. and new reports thereafter during the day. Radio highlights included several eyewitness reports by beeper phone.

WINSTON-SALEM—Spot coverage of the Ku Klux Klan-Indian riot at Maxton, N. C., by George Thomas, news director of WTOB Winston-Salem, N. C., went out to the world over CBS and wire services. One of his reports went on the air five minutes before the actual riot, at which time he predicted momentary violence, WTOB reports. In addition to his coverage, the wire services reported an incident of violence which occurred when Mr. Thomas and three UP bureau men were held up on a highway near the Indian village of Pembroke by three carloads of rioters. Mr. Thomas' byline story for INS was carried by many of the nation's papers.

MR. THOMAS

DENVER—Robert J. Scott, of KIMN Denver obtained an interview with a confessed murderer of a local policeman and the station reports that it scooped 21 other radio and tv stations. The man, Donald Carl Zorens, was interviewed behind bars in the Denver County Jail and gave full details of his crime and his emotions before, during and after it happened. During the interview Mr. Zorens offered to give his car and money to the widow and six children of the dead policeman.

FAIRBANKS—Live-camera coverage of Sputnik II passing over Alaska was given this month by KFAR-TV that city. It was visible in Alaskan skies for about four minutes and the station carried it on tv for 60 seconds. KFAR-TV reports that viewers called in to say the picture was clear. To get a picture of Sputnik, it was necessary for KFAR-TV's chief engineer, William Van Blitterswyk, to lie on his back in the snow underneath the camera. Engineers used the stars to check reference points.

NIAGARA FALLS—A scoop was claimed by WJJL Niagara Falls, N. Y., last Tuesday for its coverage of a disasterous explosion there which injured many people and rocked the city. Direct lines with the police, hospitals and sheriff's offices were maintained by News Director Jim Thompson and he coordinated the information for steady release over the air. Reports from the scene of the tragedy were fed to WJJL by Sales Manager Walter Allen. General Manager Tom Talbot and Chief Engineer Gus Czaplak were stationed at both of the city hospitals' waiting rooms. In addition, Mr. Talbot gave a complete documentary, including a description of the damage.

NASSAU—Sylvia Scott, hostess of the weekly *Get Together* show on WMAR-TV Baltimore, set out for a two-week swing through the Bahamas filming feature material for her Monday show back home. Her material quickly turned tropical, however, when she got into Nassau in the middle of a general labor strike Jan. 14. Miss Scott used the transoceanic telephone to alert the WMAR-TV newsroom, going on to record and film a series of reports on the situation.

WFLN-AM-FM Schedules Stereo

A series of six stereophonic broadcasts of the Philadelphia Orchestra will be carried live by WFLN-AM-FM, that city, and made available to other stations in the form of stereophonic tape. WFLN is making the tapes available at $100 per program or onetime hourly rate, whichever is lower. Six stations already have notified Raymond S. Green, WFLN executive vice president, that they will carry the programs.

The first program will be broadcast March 14. WFLN will carry one pickup on its new am outlet, scheduled to take the air March 14, and the other on the fm station.

REPRESENTATIVE APPOINTMENTS

WINS New York, KYA San Francisco and **KNOK Fort Worth, Tex.,** have appointed Dora-Clayton Agency, Atlanta, as their southern representative.

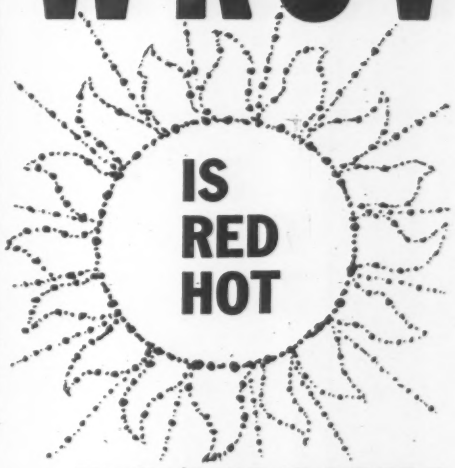
KBIF Fresno, Calif., has appointed McGavren-Quinn Co., S.F. and L.A.

KWFT Wichita Falls, Tex., names H-R Representatives Inc.

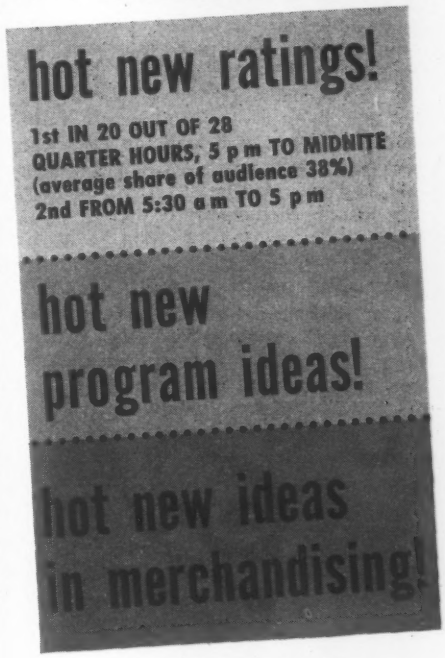
WKAT Miami Beach, Fla., names Meeker Co., N. Y.

WWRI West Warwick, R. I., appoints Broadcast Time Sales as national representative and Nona Kirby Co. for Boston.

WROV



IN ROANOKE!


hot new ratings!
1st IN 20 OUT OF 28
QUARTER HOURS, 5 p m TO MIDNITE
(average share of audience 38%)
2nd FROM 5:30 a m TO 5 p m
hot new
program ideas!
hot new ideas
in merchandising!

For the rest of the sizzling story,
call Burn-Smith Co.
or Burt Levine (collect)

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Republic-NBC Film Deal Brings Guild Actions

The sale of 140 post-1948 theatrical motion pictures to NBC's Owned Stations division for use on the network's own tv stations has brought Republic Pictures a pack of labor trouble along with the $2 million which NBC reportedly paid for the package [FILM, Jan. 20].

Last Monday, the board of Screen Actors Guild unanimously voted to serve Republic and its tv subsidiary, Studio City Television Productions, with a 60-day notice of cancellation of contract for failing to negotiate with the Guild for additional payments to actors for this additional use of films on which they worked. In addition to the notice to Republic, SAG also notified its members that, effective 60 days from then, they may not work for Republic or any of its subsidiaries.

SAG said that the action was in accordance with a clause in its collective bargaining agreement with motion picture producers which permits SAG to withhold the services of its members from any producer putting theatrical films made after Aug. 11, 1948, into tv without arranging for payments to SAG members. Guild officials also stated that about a year ago Herbert Yates, Republic president, had made an oral "gentlemen's agreement" with the Guild that he would negotiate with it before selling any of his post-'48 pictures for tv use.

The council of Writers Guild of America, West, meeting Monday evening, also voted to serve Republic with a 60-day cancellation of contract notice, to apply not only to the parent company and its subsidiaries but also to any organization in which it holds a 50% or more interest. This move, it was explained, would deprive independent picture producing companies working at Republic studios and financed in whole or majority by Republic from employing screen writer members of WGAW. To speed action, the WGAW council also put the matter on the agenda of its Feb. 13 membership meeting, at which time a strike could be called against the motion picture company.

Screen Producers Guild, whose president, Samuel G. Engel, got a group of leaders of the other guilds and also of the Theatre Owners of America together in Hollywood Jan. 16 for a strategy meeting on how to block the release of post-'48 films to television, took no action against Republic last week. The SPG contracts with motion picture production companies, it was learned, contains no clause like those in the SAG-WGAW agreements requiring the negotiation of extra payments if post-'48 films are released to tv.

The NBC-TV stations for which the Republic films were purchased may put those pictures on the air without fear of guild retaliation, guild spokesmen said. The agreements recognize the right of a motion picture company to release its pictures to television as well as to movie theatres and put no restrictions on the buyers and leasers. The guilds require only that the producing company make satisfactory arrangements with them for additional payments to their members for the tv use of the films made originally for theatrical presentation.

Richard G. Yates, vice president of Hollywood Television Service, Republic subsidiary which arranged the sale of the films to the stations, declined to comment on the action of the guilds.

A spokesman for the American Federation of Musicians in New York said the AFM is not involved in the dispute with Republic since the union holds contracts with producers covering release of post-'48 features to tv.

AFM, IATSE Officials to Plan Block on Imported Soundtracks

Presidents James C. Petrillo of the American Federation of Musicians and Richard Walsh of the International Alliance of Theatrical Stage Employes with other top level officials of the two unions, will meet Feb. 4 in Miami to discuss means for blocking the use of imported soundtracks for filmed programs for television.

Conferees will include Eliot Daniel, president of AFM Local 47, Hollywood, whose members would normally be employed to provide music for tv programs filmed there. The local's monthly publication, *Overture*, devotes a full page of its January issue to a list of tv programs originating in Hollywood, of which 28 are said to use "live" music, five more that use it occasionally and 113 shows "using non-union and foreign canned music." The soundtrack editors are members of IATSE, hence that union's concern over the problem.

The members of Local 47, who are currently engaged in a court fight with the national AFM over its negotiating policy of securing payments into the music performance trust fund from employers, instead of wage increases for the musicians they employ, allege that the trust fund payments are directly responsible for the foreign soundtracks on tv films. The AFM requirement that tv film producers employing union musicians contribute 5% of the overall cost of production to the trust fund results in payments so much in excess of the normal musical budget for a tv program that the producer is virtually forced to import his soundtrack, the rebelling musicians assert.

NABET Strike Vote Asked in Dispute

The negotiators for the National Assn. of Broadcast Engineers & Technicians last week asked its membership for strike authorization after charging that NBC and ABC representatives were employing "stalling" tactics in the current contract talks in Boston.

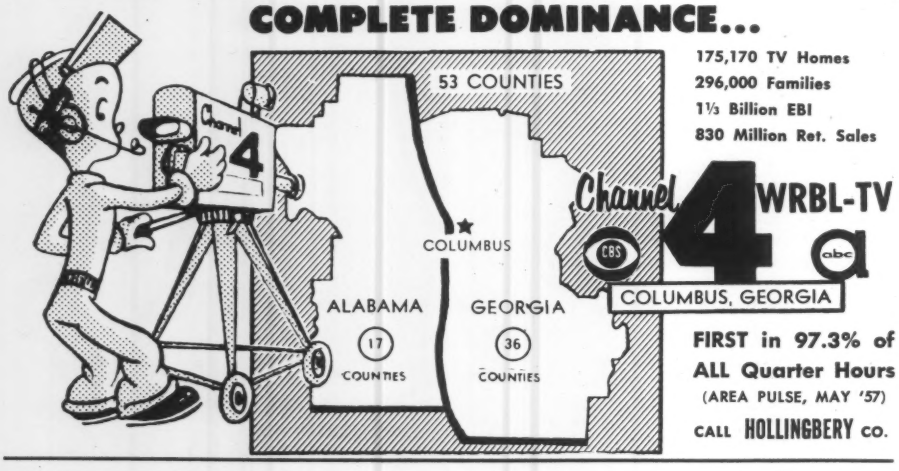
The discussions between NABET and the two networks for a new contract covering 2,400 radio-tv engineers, technicians and associated employes began early this month. The present contract expires Friday and strike authorization would enable the union's negotiating committee to take this step, if it was deemed necessary.

The major demands sought by the union are a four-day, 32-hour week; a 15% wage increase; protection from "the increasing impact of automation"; an improved pension plan at NBC and the establishment of a pension plan at ABC, and non-contributory health and welfare plans in place of present plans supported partially by employe contributions.

Tyler Byrne, NABET international executive vice president and chairman of the negotiating committee, said network representatives had dismissed the union's demands as "fantastic." He claimed that both networks "could meet our demands without impairing their financial positions in the slightest degree."

Network officials could not be reached for comment on NABET's allegations.

A negotiating committee representing tv film commercial producers met again in New York last week with officials of the Screen Actors Guild to discuss demands made by SAG two weeks ago [PERSONNEL RELATIONS, Jan. 20]. It was reported that producers considered SAG's proposals "excessive" and felt they were merely a device to wring certain concessions from management. The guild is seeking pay increases that range as high as 100%, predicated largely on a reclassification of the use payments principle. The present contract expires in March.



PROGRAM SERVICES

Stations Now Mailing ASCAP Renewals of Music Licenses

The first signed renewals of ASCAP television music performance licenses, extending the old agreements for four years on the same terms, are beginning to come back to ASCAP headquarters from stations around the country.

The three tv networks already had signed, on Jan. 10, four-year renewals of their own ASCAP contracts.

The ASCAP board of directors agreed Jan. 9 to the four-year renewals of both station and network agreements, which were favored not only by ABC-TV, CBS-TV and NBC-TV but also by an overwhelming majority—the vote was about 350 to "5 or 10"—of the nation's stations [PROGRAM SERVICES, Jan. 6].

ASCAP itself had indicated willingness to accept four-year renewals even before the stations were polled. But it wanted assurance that a "satisfactory" majority of stations would go along. Hence the polling, conducted by a 15-man all-industry committee headed by Irving Rosenhaus of WATV (TV) Newark, which had negotiated with ASCAP and unanimously recommended that stations accept renewal.

Renewal contract forms were distributed to stations by Mr. Rosenhaus. They are to be returned directly to ASCAP, 575 Madison Ave., New York.

The new agreements are retroactive to Jan. 1 and expire Dec. 31, 1961. For blanket licenses, the choice of virtually all stations as well as the networks, stations pay 2.05% of time sales involving ASCAP music, plus a sustaining fee equal to their highest quarter-hour card rate per month. Networks pay 2.5% of time sales plus a sustaining fee of 110% of their highest half-hour rate per month.

The old agreements, which expired Dec. 31, have been extended to Jan. 31 to allow for signing and returning new contracts.

Petitions for Referendum Filed By L.A. Anti-Pay Tv Committee

Chances for early inauguration of closed-circuit toll tv in Los Angeles dimmed last week as the Citizens Committee Against Pay Tv filed petitions with the city clerk's office asking that the ordinances issued by the city council be set aside until the voters have a chance to express their views. Two petitions were filed, one for each of the franchises granted by the council to Skiatron Tv Inc. and jointly to Fox West Coast Theatres and International Telemeter Corp.

Each petition carries more than 100,000 signatures, according to Julius Tuchler, chairman of the committee and representative of the Southern California Theatre Owners Assn., which has spearheaded the campaign to block the entry of toll tv into Los Angeles. The clerk's office has 30 days in which to check the names on the petitions to make sure they are actually registered voters. But with signatures totaling twice the number required for the referendum (51,767), it is anticipated that the toll issue will be on the primary ballot in June.

MANUFACTURING

IRE Braced for New Record At March 24-27 Convention

The electronics show of the year—the Institute of Radio Engineers' annual convention—will be bigger than ever. It's set for March 24-27 in New York with a record 55,000 engineers and scientists expected.

The convention will feature 33 technical sessions at the Waldorf-Astoria and 22 at the New York Coliseum, which also will house the radio engineering show (20,000 displays by 850 exhibitors who represent 80% of the electronic industry's total production.)

A radio and tv session will occupy the afternoon of March 27 at the Coliseum. Speakers and topics slated: D. Sillman of Westinghouse Electric on design problems in transformerless single rectifier tv receivers; R. M. Bowie of Sylvania Electric Products on problems in two dimensional tv systems; J. P. Wolff and R. G. Rauth of RCA on a new high-power horizontal-output tube deflection system for color tv; C. Droppa of Sylvania on improvements in deflection amplifier design, and R. H. Overdeer of Philco Corp. on automatic gain control design considerations for tv receivers.

Also of interest to radio-tv: sessions March 25 on broadcast transmission systems: stereophonic disc recordings; communications systems; audio, amplifier and receiver developments, and beam and display tubes, and a March 27 session on propagation and antennas.

Minter Shows New Stereo System

With two stereophonic disc recording systems already having been displayed—London and Westrex—a third made its debut last week as Components Corp., Denville, N. J., and Electro-Sonic Labs, Long Island City, N. Y., jointly introduced the Minter stereo disc compatible recording system. It is named after Jerry B. Minter, electronic engineer who conceived the system.

The new system differs from Westrex and London in that it does not require either a special playback cartridge or a special cutter for twin cuts. It has one groove and can be played on any present monaural system. The second stereo channel is produced by means of an fm side channel which is contained within the primary signal recorded in the same lateral groove. For stereo operation, the signals are separated electrically and fed through separate amplifier and speaker systems. Stations investigating the use of stereo disc systems probably won't settle on a standard system for some time. Minter, as do Westrex and others, merely wants "to bid for serious consideration."

Warwick Stock Sale Announced

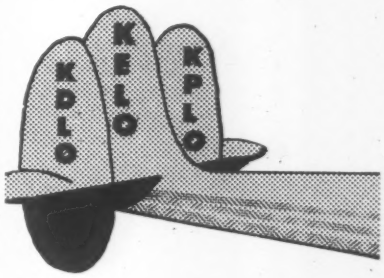
The sale of 50% of Warwick Mfg. Co.'s capital stock to a group including Sears, Roebuck & Co. (for which the former manufactures radio-tv-phonograph equipment) was announced last week by John S. Holmes, Warwick president.

Mr. Holmes has resigned and is being succeeded by M. H. Clarke, previously vice president of Dayton Rubber Co., Dayton, Ohio. Mr. Clarke and W. C. Wagoner Jr., comprise the purchasing group with Sears.

it takes 3 major airlines to cover

KEL-O-LAND

joe floyd delivers it to you in one single-station buy



CBS • ABC • NBC

What's more, the fly-boys couldn't carry all the gold in KEL-O-LAND, but Joe starts it coming your way in just 20 seconds. $1,220,150,000 in retail sales . . . over a million people in 93 counties of four states. Listen to that cash-register ring up your share of this wonderful market from one single-station buy!

KDLO TV CHANNEL 3
Aberdeen — Huron — Watertown

KELO TV 11
Sioux Falls CHANNEL

KPLO TV CHANNEL 6
Pierre — Winner — Chamberlain

. . . and
KEL-O-LAND'S
new, big radio voice is
K E L O - RADIO
1,032-ft tower
13,600-watt power eqv.

General Offices, Sioux Falls, S. D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.
REPRESENTED BY H-R
In Minneapolis, it's Bulmer & Johnson, Inc.

KREX Takes to Ski Slopes

KREX Grand Junction, Colo., takes to the slopes for its *Ski Time* (Thurs. 6:45-7 p.m.). With Edith Quaglin and Solon Gray at the mike, the show covers ski news, snow conditions, equipment information and interviews with skiing personalities. To give a real "schuss" flavor to the quarter-hour, Miss Quaglin each week takes a tape recorder to the slopes—Aspen, Glenwood, Steamboat Springs—and tapes interviews everywhere from the jumping runs to the warming huts. Complete information on one skiing area in the region is given each week.

WFMY-TV Whips Up Promotion

The station knew *State Trooper* was coming, "so they baked a cake. . . ." As an announcement that Puffin biscuits had picked up sponsorship of the syndicated film series, WFMY-TV Greensboro, N. C., baked cakes decorated with frosted stars representing state trooper's badges. The station sent them to top chain buyers in the Greensboro market, along with a note informing the buyer that the badge made him an honorary "State Trooper of Arizona." The station reports that local buyers and the advertising manager for General Foods (manufacturers of Puffin biscuits) have commended WFMY-TV for the delectable promotion.

New Studios Opened by KPAR-TV

With reportedly more than 20,000 viewers sharing in the celebration, KPAR-TV Abilene, Tex., opened its new studios and increased its power to 91.2 kw Jan. 9. For a week preceding the opening, two "bunny" girls (representing KPAR-TV's "Sam the Rabbit" trademark) visited Abeline service clubs with number-bearing arrows and peanut butter "kisses from KPAR Kuties." The day of the opening the "bunnies" and station personnel distributed the arrows to the crowd—in preparation for a drawing for a $5,000 prize giveaway. The 6:30 on-air dedication was emceed by Jimmie Isaacs, vice president of the West Texas Television Network (KPAR-TV, KDUB-TV Lubbock and KEDY-TV Big Spring). The network's president, W. D. "Dub" Rogers, also spoke, as did several Abilene civic leaders. Viewers watched proceedings and the selection of prize-winning numbers through the glass windows which offer live studio presentations in full public view. The studio has 67,000 sq. ft. of production, office, and lab space. According to the station the new power will be increased to 150 kw as soon as additional transmitting equipment installation is completed.

Buffalo's Not-So-Sneak Preview

Telephone chaos resulted from WBUF-TV Buffalo's attempt at getting immediate viewer response from a sneak preview of its new syndicated film package. Unlisted in any local newspaper, the movie went on the air unpromoted except for spot announcements. At the end of the film WBUF-TV gave the station's phone number and requested that listeners call in saying whether or not they liked the show. In a period of two hours the station received 1,437 calls (one, from the state Telephone Co., informed WBUF that whatever had happened on the station, it was tying-up Buffalo's dialing system). A final count showed 83% of viewers approved and looked forward to more movies from WBUF-TV's package.

Name-Calling Gets WJAM 'Firsts'

Inquisitive listeners are getting new advertisers for WJAM Marion, Ala. Several times a day it mentions names of merchants in the area who do not buy time from the station. Listeners' curiosity, aroused by the unqualified announcement, prompts them to phone the retailer named. WJAM's manager, Wayne Vowell, reports "this demonstration of radio's power generally brings the retailer into the station," adding that WJAM has many new advertisers since this technique was inaugurated.

French Auto Gets KBUR Test

A gasoline-economy test on the Simca automobile was staged by KBUR Burlington, Iowa, and the local franchise holder introducing this French import in the city. A six-day "count-down" spot campaign was scheduled and, on the day of the test, KBUR's promotion manager Joe Young interviewed executives and mechanics of the car firm in a 25-minute program from the Simca's garage while it was being readied. Under police surveillance 10 gallons of gas were put in the car and the tank sealed. Mr. Young then headed the Simca south, stopping every hour to call in a progress report to KBUR which it put directly on the air. The small car eventually ran out of fuel in Caruthersville,

PARADING *24 models through Pittsburgh with KQV ribbons and portable radios was only one of the stunts put on by the station when it affiliated with ABN.*

KQV PROMOTES AFFILIATION WITH ABN

A many-faceted campaign was staged by KQV Pittsburgh announcing affiliation with ABN Jan. 13 and its new live policy. Operation "The Live One" started Jan. 6 with a series of one-inch teaser ads in the city's three dailies. Each of the messages was directed at a first name ("Sam," "Marie," "Jerry" etc.) and read: "Call Express 1-3911. The Live One." The station ran 252 of these ads during the advance promotion and installed a telephone answering service that said: "Hello. This is 'The Live One.' I invite you to tune into the newest sound in Pittsburgh—American live radio—station KQV. . . ." Over 25,000 calls were received and almost as many busy signals were recorded, the station reports.

Agency executives and timebuyers were visited by one of the three models the station retained for giving out locked attache cases labeled: "The 'Live One' will return to open this Jan. 13."

Focusing attention on KQV's live policy, Program Director John Gibbs and d.j. Chuck Daugherty called on Pittsburgh's mayor, presenting him with a live Kinkajoo bear. The mayor in turn signed a "Live One" Day proclamation and recorded a message that was aired frequently during the week's promotion. On Jan. 11 three live turkeys were loosed in a busy shopping area and KQV announced $10 rewards plus the fowl for catching and bringing them to the station.

On the day of the switch to ABN, 24 models visited the admen and timebuyers to open the mysterious attache cases. Inside each was a transistor radio, dial permanently set on KQV, and a personal letter from the station's general manager. The models, wearing KQV banners and carrying portable radios tuned loudly to the station, then mingled with the downtown shoppers. Topping off the promotion, a helicopter with "Live One" signs on both sides, flew over the city.

Last week ABN announced drastic revisions to its live programming policy (see NETWORKS).

Mo., and a local official was contacted to inspect the mileage and unbroken seal. Results: 445 miles on the 10 gallons of gasoline and three Simcas sold the day after the test.

Teeners Turn Out for WDGY Dance

A dance, attended by 1,500 teen-agers, was promoted by WDGY Minneapolis for Coca-Cola and the Hopkins Recreation & Parks Commission. The event, open only for senior students from eight local high schools, was emceed by disc jockey Bill Bennett with guests, Jim Eddy of Mercury Records and Dick Larson from the U. of Minnesota football team. Coca-Cola dolls were presented the girls asked to dance by the guests and a lucky ticket holder was awarded a portable radio. Proceeds from the promotion went to the Parks Commission.

Every Day a 'Holiday' on WSB

Anniversaries of events in history, birthdays and local happenings are being honored by WSB Atlanta, Ga., in its seven-day-a-week *Holiday* program. Based on the idea that every day of the year has many memorable events worthy of a mention, the station makes them the subject of daily features reportedly providing an excellent vehicle for saturation campaigns.

Auto, Trip for 10 Best Discs

WNEW New York currently is running a contest determining the 10 greatest record performances of all time in a "Ballroom Big Ten Contest" conducted by Art Ford, star of its *Make Believe Ballroom*. Contestants, competing for first prize (Ford Thunderbird or three-week expense-paid trip to Europe), submit their list of top 10 records plus the reason for their number one choice in 25 words or less.

'Minnesota Milestones' on WCCO

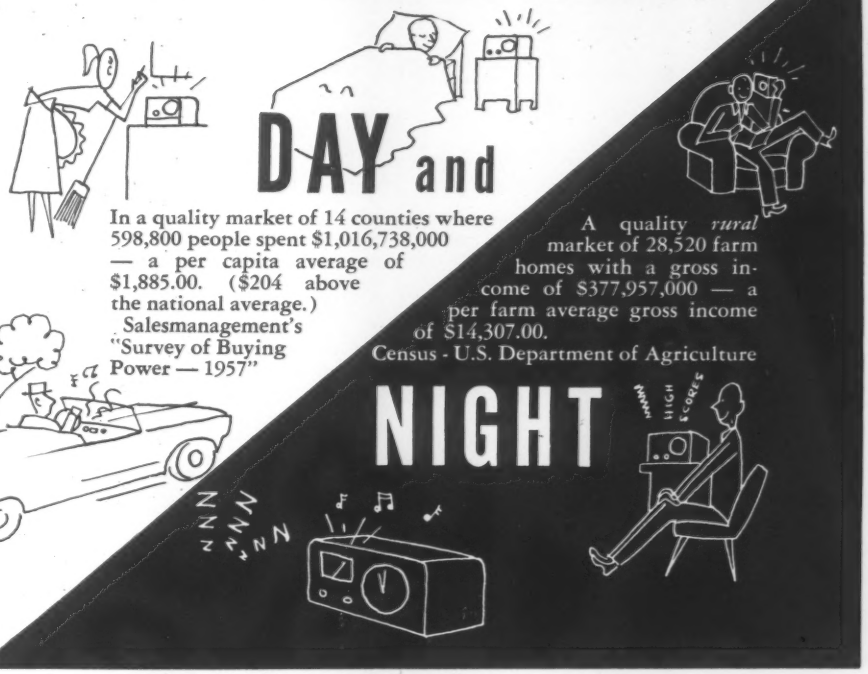
Minnesota's history started to come to life again Jan. 19 with the first of WCCO Minneapolis' 12 *Minnesota Milestones* (1-2 p.m. CST) programs in connection with the state's Centennial celebrations. "Ox Carts to Rockets" echoed the history of transportation from the first Vikings trekking into the state, to a glimpse at future rocket travel.

The 11 following programs in the series, sponsored by Twin City Federal Savings & Loan Assn., will be broadcast the first Sunday in each month throughout 1958, and recordings will be made available to schools and libraries. The Minnesota Historical Society has assigned a staffer to work with WCCO on the project that is recognized by the Minnesota Centennial Commission as an official radio dramatization of the state's history and prospects.

Rebel's Record Pleases WFMY-TV

Demand for the WFMY-TV Greensboro, N. C., children's record, "The Old Rebel's Hunting Trip," made before Christmas has not abated with the season's passing, according to the station. Producer George

The Sound of Quality



DAY and NIGHT

In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

New from TSC

A LOW COST LINE OF

KINESCOPE RECORDING CAMERAS

Precision Engineered for Highest Quality Kinescope Recording . . . Even With Unskilled Personnel

Highest Quality Recording For:

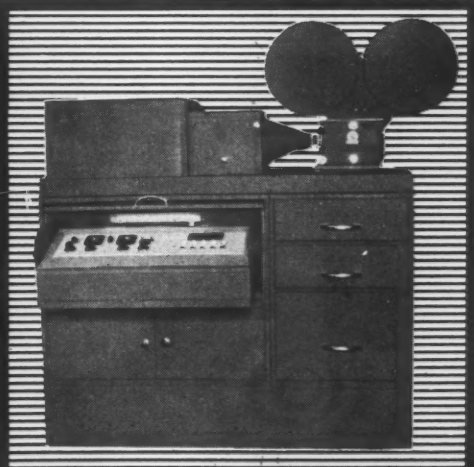
- Rebroadcast or Direct Viewing
- Visual Record of TV Commercial and Talent for Client or Agency
- Permanent Recordings of Closed Circuit Television

Special Models For:

- Television Stations
- Educational Television
- Advertising Agencies
- Industry
- Custom Equipment Designed to your Specifications

Standard Models
Priced from $885.00

For Further Information Contact:



TELEVISION Specialty COMPANY INC.

Dept. BT—350 West 31st St., New York 1, N. Y.—LOngacre 4-2334

Illustrated:
Model 61
Kinescope
Recording Unit

Perry and cameraman Jim Tucker, creators of The Old Rebel and Pecos Pete, characters in the station's half-hour (Mon.-Fri.) children's program, produced the 45-rpm disc. Recorded at the tv studios, it was distributed throughout WFMY-TV's coverage area. The station reports the record was a fine promotional piece and that it "couldn't be more pleased with the results."

Hot Tips, Award for WINE

Hot news flashes are resulting from the WINE Kenmore, N. Y., offer of $10 for the person submitting the best news tip of the week. Since the promotion started. a jet plane crash at Niagara Falls was reported and aired within two minutes after the crash, a $15,000 fire was bulletined before the firemen arrived and a riot in a local theatre was on the air before the police got there. In another instance WINE helped police capture robbers within an hour of a hold-up, by airing their escape route. The Veterans of Foreign Wars Jan. 7 presented the station its Americanism and Citizenship award for "outstanding coverage of local, national and world news. . . ."

Agencies Win 50 Spots From KFMU

A sampling campaign is being conducted by KFMU (FM) Glendale, Calif., via a weekly drawing in which some Southern California advertising agency wins 50 one-minute spots on KFMU to be used during the following week for any of its clients. Each week for 10 weeks, KFMU will mail letters with return postcards to the agencies. The cards returned will be put into a "lucky hat" from which the winner will be drawn. The Milton Weinberg Adv. Co., Los Angeles, was the first to be drawn from the hat.

ABC-TV Reschedules 'Navy Log'

ABC-TV's *Navy Log* is being presented a half-hour earlier in the Thursday 9:30-10 p.m. time period effective last Thursday, filling the gap left earlier this month when *O.S.S.* moved to Monday 7:30-8 p.m. The program to be seen in the old *Navy Log* spot (Thurs. 10-10:30 p.m.) will be announced later. *Navy Log* is sponsored by U. S. Rubber Co. through Fletcher D. Richards Adv.

WHEN *Maverick* (ABC-TV Sun. 7:30-8:30 p.m. EST) took the ratings lead over the Steve Allen and Ed Sullivan shows, according to WTVN (TV) Columbus, Ohio, the station held a cocktail party for the city's advertising agencies. A local model-*Maverick* fan is pictured at the party beside a coffin marked: "Reserved for Steve Allen and Ed Sullivan."

WAPI Has 'Breakfast at Tutwiler'

Breakfast was served Jan. 8 for 75 admen and WAPI Birmingham Ala., staffers, courtesy of the city's Dinkler-Tutwiler Hotel. The occasion was a preview of *Breakfast at the Tutwiler,* WAPI's half-hour (Mon.-Fri.) series originating from the hotel's Town & Country room. The show is all live; music being furnished by the Henry Kimbrell combo, with emcees Jim Lucas and Barbara Bender interviewing visiting celebrities, conventioners and people from the breakfasting audience. A tape recording was made of the first broadcast Jan. 13 to assist in selling participations to advertisers.

Motorola Plays Knights' Gambit

Motorola Inc., Chicago electronics manufacturer, has declared January as "P. V. Galvin Month," with a promotion designed for distributor salesmen and built around an achievement group called the "Galvin Knights." Salesmen are eligible for membership in the "round table" by achieving certain tv sales quotas. Those who meet quotas win gold "Galvin Knight" rings and those exceeding them are awarded diamonds for their rings. Alternative prizes are available for salesmen who already have won rings in past promotions. Salesmen who conduct "tube sentry" training sessions with their dealers can earn sets of highball glasses.

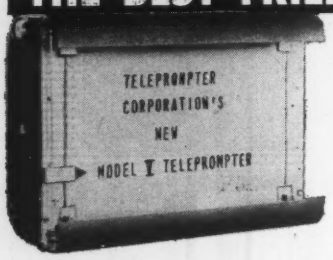
Brenner Wins Slenderella Contest

WAAT Newark disc jockey Paul Brenner has been announced as the grand prize winner of Slenderella International's "best commercial of 1957" contest which closed Dec. 31. Mr. Brenner and family will receive a free trip to Nassau on the yacht *Slenderella* owned by the slenderizing chain's founder-president, Larry Mack. Runners-up in the second annual contest to find the most persuasive ad-libber of the Slenderella message were Eddie Coontz, KOMA Oklahoma City, and Doug Pledger, KNBC San Francisco. Judging was done by Slenderella's agency, Management Assoc. of Connecticut, Stamford.

WCUE Plugs Don Dé

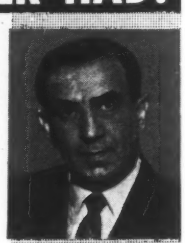
Don Dé Coffee Corp., Cleveland, used WCUE Akron as the only medium introducing a new product in Akron. A "one-day-special" climaxed a week of promoting the product. The station offered listeners a gift for writing and sending in the phrase "Bon Jour Instant [coffee] means instant friendship." WCUE received over 2,300 postcards in the one day of the promotion, according to the station.

THE BEST FRIEND A STATION EVER HAD!



"TelePrompTer has taken a well-merited place in this age of inventions. Its usefulness is unquestioned, and I find it most helpful."

Mr. John Facenda
News Commentator
WCAU-TV, Philadelphia, Pa.



TELEPROMPTER CORPORATION

Jim Blair, *Equipment Sales Manager*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

Our new TelePro 6000 rear screen projector creates "on-location" scenery for the cost of a slide.

Teen Queen Builds WBBC Audience

The Flint (Mich.) Record Shop increased its business 50% during a teen-age beauty contest over WBBC that city. Nominations for "WBBC's Teen Queen" came from Flint's 35 schools and 60,732 votes were mailed in, or deposited at, the disc shop before the six-week contest closed. The winning girl received a clothing outfit, diamond wrist watch and a trip to New York. As well as increasing record sales, the promotion was a successful audience-builder for WBBC.

KSD-TV Reveals All

KSD-TV St. Louis is making friends with the curious these days by inviting "sidewalk superintendents" to watch the station's new transmitting plant and tall tower go up. In a neat little folder advertising this special service, KSD-TV promises to send progress reports by mail "for your convenience." The cover of the promotional folder shows a typical sidewalk superintendent, with head thrusting eagerly forward through one of the knotholes in a bright orange fence.

WNOE's Owens Breaks Up N.O.

Gary Owens, WNOE New Orleans' morning disc jockey, has teamed up with author Gerald Monday to produce a daily comic strip of the air. *One Man's Frenzy* as the strip is called, satirizes various facets of the radio industry. Morning man Owens uses his versatile voice to portray eight different characters. The gimmick is now being sold to New Orleans sponsors, the station reports.

Cartoons Appear on WBAL-TV

Baltimore tv viewers will be treated to some editorial cartoons as Bill Johnson, former newsman and syndicated cartoonist for 176 college papers, parades his efforts on the daily, 6:30 p.m. *Newsbeat* show on WBAL-TV. *Newsbeat* features the commentary of WBAL-TV news director John F. Lewis, whom the station characterizes as "the only Baltimore television newsman currently editorializing on the air."

'Peteie' Plugs KOME in Tulsa

KOME Tulsa, Okla., claims to be "for the birds" and, to take the word of a parakeet named Peteie, the station is not making an empty boast. For more than a month KOME bird-dogged around Tulsa looking for a fowl with the urge to talk, specifically one who could chirp "There's no place like KOME, 1300 on your radio!"

The search ended when Peteie was found. As the bird in the hand, Peteie and his owner, L. M. Pierce, split a $100 savings bond. Peteie now sings out after every newscast on KOME, indicating to Tulsa listeners that being bird-brained isn't so bad after all.

'Houston Press' & KXYZ Swap Staff

The *Houston* (Tex.) *Press* and KXYZ there are undertaking joint public service efforts. A direct wire connects the paper's city room with KXYZ permitting the bulletining of local news stories throughout the day and morning news-sportcasts are scheduled by the *Press*' staffers. Fred Nahas, KXYZ' president-news commentator, and disc jockey Larry Kane are writing weekly *Press* columns, while Bill Roberts the paper's social columnist continues his daily KXYZ program. Advice for the lovelorn also is given daily in *Amy Lane of the Air*, a radio version of the *Press*' feature. This interchange of staff from the two independent media was promoted by on-air announcements and front-page stories. A party

THE THIRD anniversary of KEPR-TV Pasco (satellite of KIMA-TV Yakima, both Washington), was celebrated last month by a telecast cake-baking contest and "open house" for people with birthdays on that day. Cash and tv sets were awarded the bakers of best cakes and, following the studio party, the cakes were presented to patients in local hospitals. Arguing over the rival entries are (l), Bill Moody, KEPR-TV program director, and Monte Strohl, station manager.

Bob McVay, Manager

Like Hundreds of Broadcasters . . .

MANAGER BOB McVAY

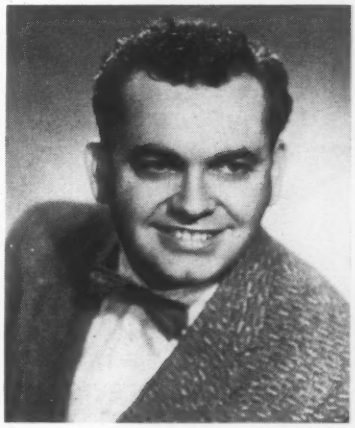
1000 watts at 1370 on your dial

RADIO KGEN

TULARE, CALIFORNIA

CHIEF ENGINEER JOHN McADAM

Selected STAINLESS TOWERS



John McAdam, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.

NORTH WALES • PENNSYLVANIA

was given for employes on both organizations so that radio and newspapermen could meet their opposite numbers.

ABC-TV to Show New ETV Methods

A special report to "broadcasters, educators and the general public" titled *Bold Journey Goes to School,* will be presented on ABC-TV tomorrow (Tuesday, 3-3:30 p.m.). Broadcast tells how ABC-TV's *Bold Journey* series of true adventure and travel films is establishing new techniques for television's use as a teaching source. The program originally was scheduled as a closed-circuit report to station managers but ABC-TV decided to put it on the air for general viewing because of wide interest in the ways of using tv for educational purposes.

KWK Deletes R 'n' R From Library

In revolt against rock 'n' roll music, KWK St. Louis is pointing up its policy by conducting a record-breaking campaign. A sharp snap is heard by listeners following the playing of a rock 'n' roll disc and the disc jockey announces they will not hear that one again over KWK as he drops the pieces in the wastebasket. Order for this audible thinning out of KWK's record library came Jan. 13 from its president, Robert T. Convey, after finding staffers were in agreement that rock 'n' roll "has dominated the music field long enough." By today the station should be fresh-out of this type of music.

WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Emil Reisman, manager, Richard N. Meltzer Adv., L. A. office, joins Jon M. Ross Adv. as partner.

◄ **Arthur Decker,** senior vice president in charge of administration and creative planning, Buchen Co., Chicago, to Donahue & Coe that city as vice president, effective Feb. 1.

Paul Kelly, account executive on D&C's Norge Corp. and York Corp. (air conditioners) accounts, promoted to vice president. ►

◄ **William Lavicka,** account executive on D&C's National Presto Industries account, also named vice president.

Don Tennant, with Leo Burnett Co., N. Y., since 1950, and **Jack Hirschboeck,** with agency since 1951, named vice presidents in Burnett's tv commercial department.

Frank J. Westbrook, art director at Rutledge & Lilienfeld Inc., Chicago, appointed vice president and creative director.

Oscar Fileppo, with ► Cohen & Aleshire for past nine years, elected vice president in charge of production, traffic and art departments.

George DePue, account supervisor at Grey Adv., N. Y., elected vice president.

◄ **James G. J. Wells,** who formerly owned his own advertising agency which he merged with Comstock & Co. in 1955, joins Rumrill Co., Rochester, N. Y., as vice president in charge of market development. He will headquarter in Buffalo, N. Y.

Gene Novak, copy ► group head and account executive, Comstock & Co., Buffalo, joins Baldwin, Bowers & Strachan that city (division of Rumrill Co.) as copy supervisor.

Ralph C. Robertson, vice president and marketing director, Geyer Adv., N. Y., has resigned.

Elmer D. Silha, account executive at O'Neil, Larson & McMahon, Chicago, elected executive vice president.

◄ **Edward H. Armsby,** former manager of sales development for American Broadcasting Network, to Ketchum, MacLeod & Grove, N. Y., as account executive on Westinghouse Broadcasting Co. account.

Norman Stoken, advertising manager, American Hair & Felt Co., Chicago, to Holtzman-Kain Adv. that city as account executive.

Robert Nathe has been named executive producer of radio-tv commercial production at Doherty, Clifford, Steers & Shenfield, N. Y. He formerly was with McCann-Erickson, N. Y. **John Debenham,** formerly with J. Walter Thompson Co., to DCS&S as film producer.

Kenneth V. Moore, account executive, Johnson & Lewis Adv., S. F., named manager of L. A. office.

Warren B. Wiethaupt, chief space buyer, Gardner Adv., St. Louis, promoted to media group supervisor. **Donald W. Osten,** media and research director of Larrabee & Assoc., Washington, succeeds Mr. Wiethaupt as chief space buyer, and **Daniel C. Roberts** has been promoted to research group supervisor, with principal responsibility for Gardner's farm group accounts.

Tomi Block, formerly group copy director, Tatham Laird Inc., Chicago, to Dancer-Fitzgerald-Sample as copy supervisor. **Marion MacDonald,** formerly with BBDO, N. Y., as group head on Campbell soup account, to D-F-S in that capacity.

Arthur Cerf Mayer, ► copywriter, Hicks & Greist, N. Y., promoted to agency copy chief. Before joining H&G Mr. Mayer was with Norman, Craig & Kummel, Sullivan, Stauffer, Colwell & Bayles and Leo Burnett Co.

Stever Aubrey, vice ► president and account representative, J. Walter Thompson Co., N. Y., to McCann-Erickson, N. Y., as account service group head. He will supervise Chesterfield and Oasis accounts, reporting to **C. Terrence Clyne,** senior vice president.

Robert R. Riemenschneider, chief time buyer, Gardner Adv., St. Louis, named media director, succeeding **Frank E. Heaston,** who has been named account executive on agency's Busch Bavarian beer account.

Marvin Richfield, media buyer, Warwick & Legler, to Product Services, N. Y., as media director.

John J. Vince, formerly copy director at Buchanan & Co., to BBDO, Toronto, in similar capacity.

Curtis Berrien, copy director of Reach, McClinton & Co., N. Y., named creative director. He also is senior vice president. **Al Goldman,** copy supervisor, becomes agency's copy chief.

Lawrence G. Stark, marketing executive, Honig-Cooper, S. F., promoted to marketing director.

Bernard Gilwit, formerly with Richard K. Manoff Inc., N. Y., to Kenyon & Eckhardt, that city, as art director.

Gail Lynn Michaels to Grant Adv., Chicago, as assistant to radio-tv director. **Jo Zimmerman** and **John Wolff** named assistants in media and production departments, respectively.

John G. Shroeder, formerly media director of Smith, Benson & McClure Inc., Chicago, to Geoffrey Wade Adv., that city, as media assistant.

Richard Lewis, market research director, Venon Kilns, Los Angeles potter, to McCann-Erickson, that city, as assistant research director.

Don Grady, copywriter at Kudner Agency, N. Y. to William Esty Co., that city, in similar capacity.

Robert C. Schalk, formerly creative director of Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, Ind., to Gray & Rogers, Philadelphia, as copywriter.

Don Moore, manager of CBS-TV story department, has joined tv department of McCann-Erickson, L. A., as story editor for *Westinghouse Studio One in Hollywood.*

Suzanne Jenkins, formerly field investigator in both advertising research and product research, Burke Marketing Research, Philadelphia, to N. W. Ayer & Son, Philadelphia, copy research bureau. **Joseph A. Larkin** has transferred from copy department to service department and **Edward J. Hardison** transferred from radio-tv traffic to timebuying at Ayer.

FILM

◄ **Andrew Halmay,** formerly with Benton & Bowles and Bryan Houston, both New York, and Young & Rubicam Ltd., Toronto, joins Wilbur Streech Productions, N. Y., as vice president in charge of sales and client relations.

Lawrence Woolf, radio-tv director of Christiansen Adv. Agency Inc., Chicago, appointed creative sales director at Filmack Studios, that city. He formerly was tv supervisor on Chicago-originated network programs at Dancer-Fitzgerald-Sample, N. Y.

Torben Johnke, director of photography for CBS-TV's Dec. 23 episode of *High Adventure With Lowell Thomas,* to Robert Lawrence Productions, N. Y., as staff director of photography.

William J. Hooper, ABC Film Syndication, and before that with Ziv Tv Programs, has joined CBS Television Film Sales, Chicago, as account executive.

P.S. POWER

THE ONE FITTING CLIMAX TO GREATER SELLING SUCCESS

50,000 WATT

SPOTS SPOTS SPOTS SPOTS

You tell more people
...you sell more people
when you use this powerful combination!

800kc CKLW RADIO

J. E. Campeau, Pres.

GUARDIAN BLDG., DETROIT

ADAM YOUNG, INC National Rep.

TYPE 120-D

NEMS-CLARKE

FIELD INTENSITY METER

LIGHT WEIGHT
DIRECT READING
SELF-CONTAINED

A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

NEMS-CLARKE CO.

A DIVISION OF VITRO CORP. OF AMERICAN

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

For further information write Dept. B-1

Peter Del Negro, formerly midwest representative for UPA Pictures Inc., to Playhouse Pictures, animation firm, in similar capacity.

Wolf Mankowitz, screenwriter, has been signed by Lawrence White, tv film packager, to write tv film series based on *Aesop's Fables.*

John Alicoate, formerly with sales staff of Ziv Tv Programs, and **Ed Owens,** formerly with Associated Artists Productions, to Official Films' midwest sales division.

NETWORKS

Elroy (Crazylegs) Hirsch, star end of Los Angeles Rams pro football team, appointed sports director for Union Oil Co. of California and director of company's *76 Sports Club* weekly tv show (Thurs., 6:30-7 p.m. PST) on ABC-TV Pacific coast network. He replaces **Bob Richards,** former Olympic champion, who resigned to devote full time to his church work.

STATIONS

Fred L. Bernstein, executive vice president of Gordon Broadcasting Co., Cincinnati, Ohio, resigns.

Irwin C. Cowper, sales manager, WTIC-TV Hartford, Conn., named vice president in charge of sales. Mr. Cowper joined WTIC in 1933 and headed radio sales department for number of years before being appointed sales manager of WTIC-TV last February.

◄ **Ned Sheridan,** program manager, WAVY Portsmouth, Va., promoted to general manager.

Clayton W. Eley Jr., WAVY account executive, named sales manager.

◄ **Lee Allan,** WAVY staff announcer, named program manager, succeeding Mr. Sheridan.

Lewis T. Sayre, traffic and continuity manager, KEYY Provo, to KSUB Cedar City, both Utah, as general manager.

Robert L. Gardner, formerly with KTRK-TV Houston, to KFMK that city as general manager.

Lee D. Hirshland, station manager, KOLO-TV Reno, joins KOLO in similar capacity, succeeding **Richard Colon,** resigned.

Stuart H. Barondess, formerly national sales manager of Dalworth Broadcasting Co., named station manager of KCUL Fort Worth-Dallas.

Tom Brodersen Jr., director of housing and industrial arts instructor, Nebraska State Teachers College, Chadron, to KWYR Winner, S. D., as station manager. **Rex Rovang,** chief announcer, KWYR, promoted to program director.

Lee Vincent named sales manager of WILK Wilkes-Barre, Pa.

Parker Smith, sales representative, WKYW Louisville, to WGRC that city as sales manager. Mr. Smith has been in radio for past 30 years and was associated with WSM and WLAC, both Nashville, and WTJS Jackson, Tenn., before joining WKYW.

Patrick W. Larkin, formerly station manager, WASL Annapolis, Md., to WDBF Delray Beach, Fla., as manager, succeeding **Jack Lee,** resigned to organize new corporation, Gifts-By-Wire.

Leo Daily, sales department, KIRO Seattle, promoted to local sales manager.

Jack Barry, production manager, WPST-TV Miami, named operations manager. **George Booker,** formerly program director for WJHP-TV Jacksonville, Fla., succeeds Mr. Barry at WPST-TV.

Tony Carter, program director, WBHB Fitzgerald, Ga., promoted to commercial manager. **Joe Liber** succeeds him as program director.

Mel Ramsey of Los Angeles has been named chief engineer of Lone Star Broadcasting Co.'s KFDA Amarillo, Tex. He was graduated from Don Martin School of Radio & Tv Arts, Hollywood, in 1952.

◄ **Carl Loose,** manager, WBOY - AM Clarksburg, W. Va., promoted to promotion and merchandising manager of WBOY-AM-TV.

Dick Hustead, commercial manager, WBOY-AM succeeds Mr. Loose as manager of WBOY.

Ray Reisinger, formerly sales promotion-merchandising manager, WBNS-TV Columbus, Ohio, to WCKR Miami as promotion director.

Mike Bradley, d.j., KOIL Omaha, Neb., named program manager. **Lance Jensen,** KOIL announcer and d.j., appointed news director.

Rupe Werling, formerly vice president, WIBG Philadelphia, to WPGC Washington as assistant to president.

Ben Smith, chief engineer, KTYL-AM-FM Phoenix, to KRHM (FM) Hollywood as assistant chief engineer.

Clay L. Morgan, commercial representative, WAVE Louisville, named assistant commercial manager.

Roger A. Neuhoff, account executive WTOP Washington, to WRC-TV that city as sales planning coordinator. He also will be in charge of research and analysis of market served by station.

Thomas G. Leighton, advertising, sales and public relations man, joins OK Broadcasting Corp. as director of sales and public relations for WFCR Fairfax and WEER Warrenton, both Virginia. **Jules Henry,** manager of WEER, named director of operations for WFCR and WEER.

Guy Wadsworth, formerly sales executive with WLWD (TV) Dayton, Ohio, to WAVI that city as sales director.

Roger Lee Miller, formerly with KMGM-TV Minneapolis and KVTV (TV) Sioux City, Iowa, to WTCN-TV Minneapolis as director. **Wendell W. (Bud) Doss,** formerly sales manager of KELO Sioux Falls, S. D., to WTCN sales staff.

Merrie Lynn Junkin, women's director, KVOD Denver, to KTLN that city as director of promotion. **Ted E. Foreman,** former NBC air personality, joins KTLN as new morning personality.

Pat Michaels, news editor, KWIZ Santa

IN AKRON
WAKR is 1st.*
in Audience . . . in Coverage
HOOPER, Akron, O., July - August ,1957
PULSE, Akron, O., July, 1957
NIELSEN, N. C. S. No. 2
Check
Akron's Only 24 Hour News and Music Station
Call
BURKE-STUART, INC.
New York, Chicago, Detroit, Hollywood, San Francisco
or KEN KEEGAN
PO. 2-8811, Akron

Ana, Calif., to KFOX Long Beach, Calif., as news manager.

James Shannon, chief radio-tv timebuyer for consumer accounts, Ketchum, MacLeod and Grove, Pittsburgh, to WIIC-TV that city as national sales representative. **Bill McClinton,** publicity director, WSTV-TV Steubenville, Ohio, to WIIC-TV as assistant public relations director.

Tedd Worple, account executive at WCTO Janesville, Wis., to WTVO (TV) Rockford, Ill., in similar capacity.

William Dean, formerly division sales manager, A. S. Aloe Co., St. Louis, to KMOX that city as account executive.

Peter Good, assistant program manager, WWJ-TV Detroit, and **Leonard Guion,** district manager for Alexander Film Co., join WWJ-TV sales staff.

Tom O'Brien, former NBC staff announcer, to WINS New York as announcer.

Jim Hill, formerly with WDEF Chattanooga, Tenn., and **Paul Coughlin,** WFBM Indianapolis, Ind., to announcing staff of WMAQ and WNBQ (TV) Chicago.

Larry Berrill, news director of KBIG Avalon (Catalina), Calif., has been named announcer of new *Stan Kenton Show* on KTTV (TV) Los Angeles.

Erv Dodrill, formerly with General Electric Supply Co., to sales staff of WOW Omaha.

Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago, appointed radio-tv chairman in Illinois for National Conference of Christians & Jews' 1958 observance of Brotherhood Week. He was member of NCCJ tv committee in 1956-57.

James Davis, film director, WPSD-TV Paducah, Ky., died Jan. 18.

Guy Harris, program manager of KDKA Pittsburgh, has been named radio chairman for that city's observance of National Advertising Week.

PROGRAM SERVICES

Roderick W. Beaton, southern division manager, United Press, appointed central division manager, succeeding **Bert Masterson,** who has been promoted to director of UP's new research and development department. **Rhea T. Eskew,** southern division business manager, succeeds Mr. Beaton.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
EL 5-0405
All Inquiries Confidential

REPRESENTATIVES

◄ **Thomas H. Melohn,** advertising representative for *Women's Day* magazine, to Chicago office of Blair-Tv as account executive.

Robert V. Meany, research department, BBDO, and **Martin Goldberg,** assistant director of research, H-R Television and H-R Representatives, N. Y., named H-R presentations and market analysis directors, respectively.

Sam B. Schneider, formerly with KVOO Tulsa, to CBS Radio Spot Sales, Chicago, as account executive.

Thomas Montgomery, member of sales staff of WNBQ (TV) Chicago, transferred to NBC Spot Sales, that city. He succeeds **Robert Reardon,** resigned to become sales manager of WNBC (TV) New Britain, Conn.

Robert Ross Tortorich, salesman, has joined Chicago sales staff of John E. Pearson Co., replacing **Frank Frost,** who was moved to managerial post for firm's Des Moines office.

Harold (Buzz) Davis, 52, account executive with CBS Radio Spot Sales, New York, died Jan. 16 following heart attack. He had joined CBS in 1949 and formerly was assistant commercial manager in New York office of WCAU Philadelphia.

PROFESSIONAL SERVICES

Robert W. Bergen, manager of Los Angeles office of Harshe-Rotman Inc., national public relations firm, appointed director of west coast operations.

Jeanette F. Sytsma, formerly director of international media, Young & Rubicam, N. Y., to International Services Ltd. (tv consultant to stations in Guam, Bermuda, Okinawa and Arabia and sales representative for various radio and tv stations), that city, as executive assistant coordinating media activities.

Philip O. Spelman, account manager, Communications Counselors Inc., N. Y., has been appointed public relations account director of Chrysler division account in Detroit office of Communications Counselors.

Richard Mooney, 66, pioneer publicist in broadcasting field, died Jan. 16 at U.S. Veterans Hospital, Sunmount, N. Y. He had been with Steve Hannegan organization until 1950 when illness forced his retirement. In mid-1930s he was with Radio Features Inc., public relations firm in radio field. Mr. Mooney was said to have first discovered Mary Martin and years ago also induced Paul Whiteman to sign Bing Crosby.

MANUFACTURING

Matthew D. Burns and **Frank J. Healy,**

Sweet Sixteen

Last Fall, September 30th to be exact, we became Sixteen—Channel 16, that is—moving from 46 forever. It's better than youth-pills for everyone, our viewers and clients alike in the nation's 65th tv market. For instance:

Our Power is Doubled

Coverage is Doubled

7 Additional Counties Added

Approximately 21,000 uhf-tv Homes Added

Total Coverage Now in Area of 200,000 uhf-tv Homes

Stronger Signal

Clearer Picture Definition

and, We're First on the Dial

We get a big charge out of being the youngest and strongest station in South Bend—Elkhart. But then being sixteen has its special advantages for you—and we want to share them with you.

WNDU-TV

Bernard C. Barth
and
Tom Hamilton

CCA NEW BUSINESS GETTER for WIOU

Kokomo, Indiana —

"This is one of the finest promotions we have ever attempted. We sold twenty-nine accounts on the program totaling almost $25,000, and many have never used WIOU's facilities before," writes John Carl Jeffrey, General Manager of WIOU.

MR. JEFFREY

In a letter to John C. Gilmore, vice president, Community Club Awards, Mr. Jeffrey further states "a great percentage of these accounts will be in our second campaign which we plan during February."

COMMUNITY CLUB AWARDS
PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

ROBERT COLESON (r) was the subject of special *This Is Your Life* program staged by Ralph Edwards (l) at the Hollywood Ad Club luncheon meeting on Jan. 6, when Mr. Coleson retired as western representative of the Advertising Council. Art Linkletter (c) was among the subject's past associates who greeted him during the event.

vice presidents, Sylvania Electric Products, elected senior vice presidents. They also were named presidents of electronic tubes and lighting products divisions, respectively. Other vice presidents promoted to senior vice presidents by Sylvania include **Dr. Bennett S. Ellefson,** engineering research; **W. Benton Harrison,** finance; **Robert E. Lewis,** Argus cameras and semiconductor products; **Marion E. Pettegrew,** home electronics, chemical and metallurgical products and parts; **Howard L. Richardson,** electronic systems and special tubes, and **Barton K. Wickstrum,** marketing. Dr. Ellefson also will have overall responsibility for Sylvania's research labs and Mr. Wickstrum will be responsible for international operations.

Harold A. De Mooy, manager of manufacturing for RCA receiving tube activities at Harrison and Woodbridge, both New Jersey, and Indianapolis and Cincinnati, named manager of receiving tube operations, RCA electron tube division, Harrison.

Edwin A. Speakman has been appointed manager of planning for defense electronic products, RCA, newly-created position. He is former vice president and general manager of guided missile division, Fairchild Engine and Airplane Corp.

Dr. Willis R. Whitney, 89, director of General Electric Industrial Lab. from 1900 to 1932 and vice president of company until 1941, died of heart attack in his home in Schenectady, N. Y., Jan. 9. Dr. Whitney supervised work of scientists, who are credited with having made important contributions to development of radio and television, large turbine generators and x-ray devices.

Elliott Armstrong Crooks, 52, vice president of Hogan Labs. Inc., N. Y., developer of facsimile communications equipment, died Jan. 8 at his Long Island home. Mr. Crooks also was assistant professor at Columbia U. School of Journalism.

GOVERNMENT

Alex Akerman Jr., executive director Federal Trade Commission, resigns to go into private law practice in Washington.

IN PUBLIC INTEREST

HOLIDAY HOP • KTSA San Antonio's Super Seven d.j.s hosted more than 5,000 teen-agers Dec. 27 at a record hop in the Municipal Auditorium. Besides providing Christmas vacation entertainment, the Bexar County March of Dimes fund was enriched more than $1,200. Mary Frances Willard (Miss KTSA) was the official hop hostess and 29 musical aggregations brought live music to the scene. Thousands of records and other gifts were given as door prizes. A live appearance was also made by the station mascot, a 300-pound lion named Lover Boy.

WARMTH IN IOWA • The KCRG-AM-TV Cedar Rapids news department reported a story before Christmas which initiated aid to a family burned out of their home. A mother and her four children lived outside the city limits and were unable to pay the required fee for the firemen when their home burned. The landlord also refused to pay. KCRG circulated the story via UP and response followed from all parts of the nation. Several hundred letters, money and Christmas gifts flowed in to the family. KCRG listeners contributed a tree, clothes and home furnishings for the new apartment the mother found.

MESSAGES TO McMURDO • Action Central, WPTR Albany, N. Y., news unit, responded to a request for recorded music from Navy personnel stationed at McMurdo Sound, Antarctica, with a Christmas bonus. Action Central called on Dave Marks, a local ham operator, who contacted the Antarctica base and obtained the names of the men from the Albany area. Tape-recorded Christmas greetings from their families were sent by ham radio directly to the men. The tapes and musical recordings, sent under the Navy's mailing stamp, reached the men in time for the holidays.

HI-FI ANTHEM • Every radio and television station in the U. S., plus every public, private and parochial school in the country soon will receive a free copy of what is said to be the first high fidelity recording of the U. S. National Anthem ever produced. The announcement was made last week by John C. Cornelius, president of the American Heritage Foundation. The new 78 rpm disc was recorded and produced in November for the foundation at cost as a public service by RCA Victor Records division. The record features the Chicago Symphony Orchestra, Fritz Reiner conducting, and the Boston Symphony Orchestra, Charles Munch conducting. According to Mr. Cornelius, Louis Schweitzer, owner of WBAI-FM New York, informed the foundation that although high fidelity was introduced a decade ago, the only recordings of the National Anthem available up to this time "have been inadequate, old-fashioned platters and most of these have been by foreign orchestras."

DOUBLE DRIVE SCORES • WTMJ-AM-TV Milwaukee raised nearly $65,000 in the six weeks before Christmas to provide for the needy at home and abroad. Two programs campaigned for the Salvation Army fund to be used in Milwaukee. Contributions totaled $33,271. Two other programs collected a total of $31,384 for the CARE Food Crusade.

SCHOOL'S OUT • KMPC Los Angeles newsmen, working with the Los Angeles County sheriff's department, smashed an elaborate outdoor nude photography class at an old Spanish mansion in nearby Flintridge. KMPC reporters learned of the operation and after checking its illegal nature assisted undercover agents in amassing the evidence. The raid netted two art models, the operator of the "school," and 15 amateur photographers. William A. McMann, Chief of the sheriff's vice squad, commended KMPC for its cooperation.

LET'S DANCE • WHBQ Memphis presented a check for $1,491, collected from a dance contest, to the local chapter of the Goodfellows Organization, a group devoted to helping the needy. The three-week contest was staged on the *Top Ten Dance Party*, a syndicated tv series. Viewers were asked by m.c. Wink Martindale to enclose a penny with each vote for their favorite contestants. Because of the success of the venture, the contests will be continued and all pennies collected in 1958 will go to a youth center fund under the direction of the Memphis Park Commission.

EMBLEMS FOR PEDESTRIANS • WHKY Hickory, N. C., in its public service program has undertaken the sponsorship of a new safety project. The station is cooperating with the Safety Beacon Council, a Hickory Community Chest agency, to help publicize and sell a pedestrian safety device called "Walker's Safety Beacon," fashioned from a crystal material that picks up the reflection of headlight beams and which can be worn around the neck, on the lapel or clipped to a pocket.

DONORS CALL • WIL St. Louis received more than 100 calls within an hour from listeners who responded to an appeal for blood to save a critically ill child. News Director Bob Hardy made an early morning report after the parents called him for aid. At the hospital 23 of the prospective donors had the required type.

MILESTONES

► Special hour-long program on CBS-TV Feb. 1 (3-4 p.m. PST) will mark silver anniversary in broadcasting of *Lone Ranger*.

► CFNB Fredericton, N. B., marked 35th anniversary with special programs during week of Jan. 11-18.

► WGAR Cleveland's Carl E. George, vice president of Peoples Broadcasting Corp., and general manager of WGAR, was honored Jan. 16 for his 25 years with that station.

►WSBT-TV South Bend, Ind., celebrated its fifth anniversary.

► WDAU-WGBI Scranton, Pa., initiated Carl Reiner, Mrs. Madge Holcomb, Tom Powell, Kenneth Beghold, Joseph Srebro, and Bill Longworth into its Ten-Year Club at a December cocktail-dinner party.

Station Authorizations, Applications

As Compiled by BROADCASTING

January 16 through January 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Reno, Nev.—Silver State Telecasters, vhf ch. 4 (66-72 mc); ERP 6 kw vis., 3 kw aur.; ant. height above average terrain 2904 ft., above ground 35 ft. Estimated construction cost $55,000, first year operating cost $25,000, revenue $45,000. P. O. address % Charles E. Halstead Jr., 1714 Capitol Ave., Sacramento, Calif. Studio and trans. location Reno, Nev. Geographic coordinates 39° 16' 00" N. Lat., 119° 43' 30" W. Long. Trans. Sarkes Tarzian, ant. Andrew. Consulting engineer Diamond H. Ranch Electronics, Box 992, Auburn, Calif. Owners are **Mr. and Mrs. Charles Everett Halstead Jr.** Mr. Halstead is electronic engineer; Mrs. Halstead is in beauty salon business. Announced Jan. 22.

Eugene, Ore.—Keed Inc., vhf ch. 9 (186-192 mc); ERP 221.1 kw vis., 123.8 kw aur.; ant. height above average terrain 1023 ft., above ground 400 ft. Estimated construction cost $404,144, first year operating cost $200,000, revenue $300,000. P. O. address Box 696, Springfield, Ore. Studio and trans. location Blanton Heights, Ore. Geographic coordinates 44° 00' 05" N. Lat., 123° 06' 46" W. Long. Trans., ant. R.C.A. Legal counsel Cottone and Scheiner, 1820 Jefferson Place, N. W., Wash., D. C. Consulting engineer George C. Davis, Munsey Bldg., Wash., D. C. Owners are **Glen M. Stadler** (38.2%), **Helene N. Stadler** (12.6%), **Ray J. Schaecher** (11.7%) and others. Mr. and Mrs. Stadler each own 25% of **KDON Salinas, Calif.** Mr. Stadler owns 74% of **KEED Springfield, Ore.,** Mrs. Stadler, 25%. Mr. Schaecher is in lumber. Announced Jan. 16.

Existing Tv Stations

ACTIONS BY FCC

KRBB (TV) El Dorado, Ark.—granted mod. of cp to increase vis. ERP from 24.1 kw to 316 kw, with aur. ERP 158 kw, move trans. from a site 5.3 miles south of city to about 28 miles southeast of city, change type trans. and make other equipment changes. Comr. Lee absent. Announced Jan. 22.

WEEK-TV Peoria, Ill.—is being advised that application to change frequency from ch. 43 to ch. 25, decrease ERP and ant. height and change equipment will be held in abevance pending Court of Appeals decision in *WIRL Television Co. v. United States* and *WIRL Television Co. v. FCC*. (Comr. Mack participating). Announced Jan. 17.

KNOE-TV Monroe, La.—waived Sect. 3.562 of rules and granted authority to identify KNOE-TV as a **Monroe** and **West Monroe** station. Comrs. Lee and Ford dissented. Announced Jan. 22.

Coastal Television Co., New Orleans, La.—designated Coastal application for new tv station on ch. 12 in consolidated hearing already ordered for applications of **Oklahoma Television Corp.** for new station on same channel and **Supreme Bcstg. Co. Inc.,** to move from ch. 20 to ch. 12, both New Orleans. Announced Jan. 22.

KRSD-TV Rapid City, S. D.—granted cps for new private tv intercity relay system for off-the-air pickup of programs of **KSTF Scottsbluff, Neb.** Announced Jan. 17.

Allocations

FURTHER PROPOSED RULE MAKING IN COLUMBUS, GA., AREA

By notice of further proposed rule making (which looked toward substituting ch. 62 for ch. 4 in **Columbus, Ga.**), Commission invites comments by Feb. 21 to counterproposal of **Martin Theatres of Georgia Inc (WTVM** ch. 28 **Columbus),** to add chs. 3 and 9 to Columbus and delete chs. 4 and 28 from that city, and substitute ch. 4 for ch. 9 in **Dothan, Ala.** At same time, it ordered following to show cause why their authorizations should not be modified: **Columbus Bcstg. Co. Inc.** to specify operation of **WRBL-TV** on ch. 3 or ch. 9 in Columbus instead of ch. 4; Martin Theatres of Georgia Inc., to specify operation of WTVM on ch. 3 or 9 in Columbus instead of ch. 28; and **WTVY Inc.** to specify operation of WTVY on ch. 4 in Dothan instead of ch. 9. Announced Jan. 20.

Translator

WHDL Inc., Olean, N. Y.—granted cp for new tv translator station on ch. 70 to translate programs of **WBUF-TV Buffalo.** Announced Jan. 22.

New Am Stations

ACTIONS BY FCC

Rossville, Ga.—Jay Sadow—granted 980 kc, 0.5 kw D. P. O. address Box 438, Rossville. Estimated construction cost $19,854, first year operating cost $36,000, revenue $60,000. Mr. Sadow is drive-in theatre owner. Announced Jan. 22.

Vanceburg, Ky.—Karl Kegley—granted 1570 kc, 250 w D. P. O. address Box 268, Vanceburg. Estimated construction cost $11,233, first year operating cost $18,000, revenue $20,800. Mr. Kegley, government surplus dealer, will be sole owner. Announced Jan. 22.

Marlboro, Mass.—Clernew Bcstg. Corp. of Marlboro—granted 1470 kc, 1 kw D. P. O. address % **Romeo J. Clermont,** 41 Orchard St., Lowell, Mass. Estimated construction cost $33,535, first year operating cost $65,000, revenue $70,000. Equal partners **Arthur A. Newcomb,** Romeo J. Clermont, **Gertrude A. Newcomb** and **Victoire G. Clermont,** Mr. Newcomb owns **WOTW-AM-FM Nashua, N. H.** Mr. Clermont has grocery interest. Announced Jan. 22.

Escanaba, Mich.—Frank J. Russell Jr.—granted 600 kc, 1 kw D. P. O. address % Mining Journal,

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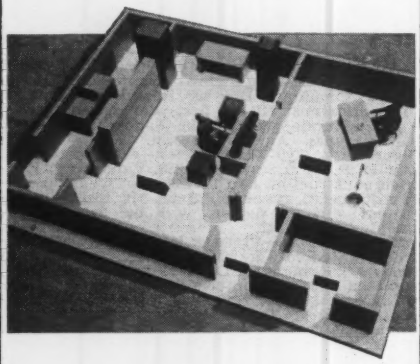

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Marquette, Mich. Mr. Russell, sole owner, also owns **WDMJ-AM-TV Marquette** and **WMIQ Iron Mountain**, both **Michigan**. Announced Jan. 17.

APPLICATIONS

Salina, Kan.—Salina Radio Inc.—910 kc, 500 w D. P. O. address % Sherwood R. Parks, 1068 Warner Road, Great Bend, Kan. Estimated construction cost $56,230, first year operating cost $69,000, revenue $92,000. Owners are **Sherwood R. Parks** (55%) and others. Mr. Parks is sales manager, **KVGB Great Bend, Kan.** Announced Jan. 16.

Denham Springs, La.—Avoyelles Bcstg. Corp. 1220 kc, 250 w D. P. O. address % Chester J. Coco, Box 7, Marksville, La. Estimated construction cost $16,651, first year operating cost $30,000, revenue $45,000. Avoyelles Corp., sole owner, also owns **KAPB Marksville, La.** Announced Jan. 21.

Fargo, N. D.—John L. Breece 1590 kc, 1 kw D. P. O. address Box 390, Oroville, Calif. Estimated construction cost $7,500, first year operating cost $36,000, revenue $40,000. Mr. Breece, sole owner, formerly owned **KATI Casper, Wyo.** Announced Jan. 16.

Philadelphia, Pa.—Cosmopolitan Bcstg. Corp. 1170 kc, 250 w D. P. O. address 1050 Montecito Drive, Los Angeles, Calif. Estimated construction cost $16,827, first year operating cost $100,000, revenue $125,000. Owners are **Albert Zugsmith** (55.57%) and others. Mr. Zugsmith owns 55.57% of **KRKD-AM-FM Los Angeles** and 37.5% of **KVSM San Mateo**, both **California**; 25% of **KULA-AM-TV Honolulu, Hawaii**, 17.5% of **KBMI Henderson, Nev.**, and 25% of **WREX-TV Rockford, Ill.** Announced Jan. 21.

Athens, Tenn.—J. C. Johnson 1390 kc, 1 kw D. P. O. address 501 Pinetree Road, Valdosta, Ga. Estimated construction cost $18,561, first year operating cost $30,000, revenue $40,000. Mr. Johnson, sole owner, is announcer-salesmanager for **WJEM Valdosta, Ga.** Announced Jan. 17.

Charlotte Amalie, Virgin Islands—Island Bcstg. Corp. 1000 kc, 1 kw U. P. O. address % Sanford J. Leeds, 190 Scranton Ave., Lynbrook, Long Island, N. Y. Estimated construction cost $28,267, first year operating cost $34,500, revenue $52,000. Owners are **Robert Moss** and **Robert E. Noble Jr.** (each 50%). Mr. Moss was in supervision and production of radio program; Mr. Noble is sales manager of **WABC New York**. Announced Jan. 16.

Existing Am Stations

ACTIONS BY FCC

KYAT Yuma, Ariz.—designated for hearing application for additional time to complete construction; denied requests for reconsideration, stay and oral argument. Announced Jan. 20.

KCFI Cedar Falls, Iowa—granted KCFI application to replace expired cp for new am station to operate on 1250 kc, 500 w, DA-D; grant is without prejudice to whatever action Commission is required to take as a result of inquiry into grantee's qualifications to be a broadcast licensee. By letter, afforded KCFI 20 days to reply. By separate letter, returned as unacceptable a tendered application of **Mass Communicators** for same facility. Announced Jan. 17.

KWWL Waterloo, Iowa—by letter, on petition, granted without hearing application for extension of time to July 1 to construct changed facilities (increase of night power from 1 kw to 5 kw, on 1330 kc with 5 kw-LS, DA-2). Announced Jan. 22.

WRLP Greenfield, Mass.—waived sect. 3.652(a) of the rules and granted authority to identify WRLP as **Keene, N. H.**, and **Brattleboro, Vt.**, station as well as a Greenfield station. Commissioners Lee and Ford dissented. Announced Jan. 22.

WKBR Manchester, N. H.—designated for hearing application to change facilities from 1240 kc, 250 w, U, to 1250 kw, DA-2, U; by letter, denied request by **WCAE Pittsburgh, Pa.**, to be made party to the proceeding. Announced Jan. 22.

WMAD Oneida, N. Y.—is being advised that, unless within 20 days it requests hearing, its application for additional time to construct am station (1350 kc, 500 w, D) will be dismissed, cp cancelled, and call letters deleted, and that application for modification of permit to change location to **Rome, N. Y.**, will be treated as application for cp for new station. Announced Jan. 22.

WJMJ Philadelphia, Pa.—granted change on 1540 kc from 1 kw, D, to 50 kw, DA-D; engineering conditions. Announced Jan. 20.

WSBR Warwick, R. I.—granted application to change transmitter and studio location to a site about 1.2 miles south-southwest of present location, make changes in ground system, and change designation of station location to **Warwick-East Greenwich, R. I.** Announced Jan. 22.

New Fm Stations

ACTIONS BY FCC

Anna, Ill.—Anna Bcstg. Co.—granted 92.7 mc, 1 kw unl. P. O. address Anna Hotel, Anna, Ill. Estimated construction cost $3,800, first year operating cost $5,000, revenue $7,500. Owners are **Pierce E. Lackey, F. E. Lackey** and others (minor interests). Pierce Lackey, is 49% owner, also, of **WRAJ Anna, Ill.** and 100% owner of **WPAD Paducah, Ky.** F. E. Lackey is 48% owner of WRAJ and 100% owner of **WHOP Hopkinsville, Ky.** Announced Jan. 17.

Chicago, Ill.—Buddy Black Bcstg. Co.—granted 93.9 mc, 35 kw unl. P. O. address 900 N. Michigan Ave., Chicago, Ill. Estimated construction cost $14,000, first year operating cost $30,000, revenue $35,000. Owners are **Solomon Bolnick** (37.5%), **Paul Wasserman** and **Buddy Black** (each 31.25%). Mr. Bolnick has cleaning interests. Mr. Wasserman also has cleaning interests. Mr. Black has free lance shows on **WLS Chicago**. Announced Jan. 22.

Goshen, Ind.—Goshen College—granted 91.1 mc, .391 kw unl. P. O. address % **J. F. Swartzendruber,** Goshen College, Goshen, Ind. Estimated construction cost $1,930, first year operating cost $1,500. Proposed facility will operate as non-commercial educational station. Announced, Jan. 17.

Silver Spring, Md.—Tri-Suburban Bcstg. Corp.—granted 99.5 mc, 20 kw unl. P. O., address 11306 Kemp Mill Rd., Silver Spring, Md. Estimated construction cost $19,600, first year operating cost $15,000 revenue $15,000. **John W. Kluge**, sole owner, is owner of **WINE Kenmore, N. Y., WILY (FM) Buffalo, N. Y.**, 80% partner of **KOME Tulsa, Okla.**, owner of **KNOK Ft. Worth, Tex.**, 70% owner of **KXLW Clayton, Mo.**, owner of **WGAY Silver Spring**, 75% owner of **WEEP Pittsburgh, Pa.**, 70% owner of **WKDA Nashville, Tenn.**, 27% owner of **WLOF-TV Orlando, Fla.** Announced Jan. 17.

Hamilton, Ohio—John F. McNally d/b as Community Bcstg. Co.—granted 96.7 mc, .335 kw unl. P. O. address 1501 Woodview Lane, Hamilton, Ohio. Estimated construction cost $3,200, first year operating cost $3,000, revenue $4,000. **Mr. McNally**, sole owner, has contracting and radio & tv service interests. Announced Jan. 22.

Dallas, Tex.—A. H. Belo Corp.—granted 97.9 mc, 38 kw unl. P. O. address Young and Houston Sts., Dallas, Tex. Estimated construction cost $28,258, first year operating cost $6,000, revenue unknown at present. **A. H. Belo Corp., E. M. Dealey**, president, is licensee of **WFAA-AM-TV Dallas**, Announced Jan. 22.

Salt Lake City, Utah—KLUB Bcstg. Co.,—granted 97.1 mc, 23 kw unl. P. O. address 165 Social Hall Ave., Salt Lake City, Utah. Estimated construction cost $6,000, first year operating cost $12,000, revenue $12,000. **Frank C. Carman**, sole owner, owns **KLUB Salt Lake City**. Announced Jan. 22.

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As Reported by FCC through Dec. 31

	AM	FM	TV
LICENSED (all on air)	3,130	526	395[1]
CPs ON AIR (new stations)	65	11	101[2]
CPs NOT ON AIR (new stations)	100	53	113
TOTAL AUTHORIZED STATIONS	3,295	590	657
APPLICATIONS FOR NEW STATIONS (not in hearing)	395	39	76
APPLICATIONS FOR NEW STATIONS (in hearing)	108	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	503	48	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	227	19	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	29	0	13
TOTAL APPLICATIONS FOR MAJOR CHANGES	256	19	51
LICENSES DELETED	1	3	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Jan. 22

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,147	56	103	525
FM	527	13	66	57
TV (Commercial)	396[1]	102[2]	114	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 22

	VHF	UHF	TOTAL
COMMERCIAL	415	83	498[3]
NON-COMMERCIAL	24	6	30[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 40 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

APPLICATIONS

Stockton, Calif.—KWG Bcstg. Co., 107.3 mc, 3.5 kw U P. O. address 6606 Selma Ave., Hollywood 28, Calif. Estimated construction cost $3,600, first year operating cost $1,000, revenue same as AM. Owners are **O. R. Reichenbach** (40%), **Robin Hill** (40%) and **Frank A. Axelson** (20%). Mr. Reichenbach is in advertising and radio program packaging and distribution. Mr. Hill is electronic engineer. Mr. Axelson is in commercial art. Announced Jan. 20.

Newton, Kan.—George Basil Anderson 96.7 mc, 250 w U. P. O. address 6535 West Jewell Ave., Denver, Colo. Estimated construction cost $2,550, first year operating cost to be carried by am station, revenue $2,000. Mr. Anderson, sole owner, is 50% partner of **KCLO Leavenworth** and owner of **KJRG Newton,** both **Kansas;** owner of **KJSK Columbus, Neb.,** and owner of **KLIR-AM-FM Denver, Colo.** Announced Jan. 16.

Allocations

The Commission invites comments to proposed rule making to amend Class B fm allocation plan by adding ch. 289 to Framingham, Mass. **WKOX** Inc. (am station **WKOX**) **Framingham,** petitioned for allocation for a fm station it proposes. Announced Jan. 22.

Ownership Changes

ACTIONS BY FCC

KTYL, KTYL-FM Mesa, Ariz.—granted assignment of licenses, also SCA for fm station, to **Greater Phoenix Bcstg. Co. (Sherwood R. Gordon,** owner of **WSAI and WSAI-FM Cincinnati, Ohio);** consideration $150,000. Announced Jan. 22.

KBIS Bakersfield, Calif.—granted assignment of license from **Guy Marchetti,** et al., to **Eastern Electrosonic Industries Corp. (Robert K. Straus,** president, has interest in **WITI-TV Whitefish Bay, Wis.);** consideration $165,000. Announced Jan. 22.

KHUM Eureka, Calif.—granted assignment of license to **Eureka Bcstg. Co. (Wendell Adams,** president); consideration $163,750. Announced Jan. 22.

KNOB (FM) Long Beach, Calif.—granted assignment of license and CP from **Raymond B. Torian** and **John W. Doran** to Mr. Torian, **Alex N. Stein** and **Frank James,** d/b under same name; latter two to pay Mr. Torian $4,000 for his 23⅓% interest. Announced Jan. 17.

KXOA, KXOA-FM Sacramento, Calif.—granted (1) transfer of control from **Lincoln Dellar** and (2) assignment of licenses to **Cal-Val Radio, Inc. Riley R. Gibson,** president); consideration $500,000 subject to adjustments. Announced Jan. 17.

WTAL Tallahassee, Fla.—granted assignment of license to **WTAL Inc. (Victor C. Diehms,** president); consideration $149,571. Assignee stockholders have interests in **WAZL** and **WAZL-TV Hazleton, Pa.; WHOL Allentown, Pa.,** and **WIDE Biddeford, Maine.** Announced Jan. 22.

KASI Ames, Iowa—granted assignment of license to **William M. Evans;** consideration $57,000. Announced Jan. 17.

WLEX Lexington, Ky.—granted assignment of license to **Lexington Bcstg. Corp. (Roy B. White Jr.,** president); consideration $255,000. Announced Jan. 22.

WGUY Bangor, Maine—granted transfer of control from **Sherwood J.** and **Hilda R. Tarlow** and **Frank Cohen** to **Melvin L. Stone** (interest in **WGHM Skowhegan, WLOB Portland, WRUM Rumford,** and **WSME Sanford,** all **Maine),** **Faust Couture** (interest in **WCOU Lewiston, WFAU Augusta** and **WLOB Portland,** all **Maine),** and **David L. Royte;** consideration $90,000. Announced Jan. 20.

KBYE Oklahoma City, Okla.—granted transfer of control from **Arthur B. Hogan, Frank Oxarart, Albert Zugsmith, John D. Feldman** and **Ashley Robinson** to **F. F. Lynch, Glenn G. Griswold** and **Kevin B. Sweeney;** transferors selling 72% for $27,100. Announced Jan. 22.

WNEL Caugas, P. R.—granted transfer of control from **Dr. Diego A. Biascoechea,** et al., to **Eduardo** (now 28.1% stockholder) and **Emilia Pereda de Biascoechea** and **Carlos E. Chiesa;** consideration $26,040. Announced Jan. 17.

WJOT Lake City, S. C.—granted transfer of control from **Harry B. Clark,** et al., to **John A. Dowdy (WMGR Bainbridge, Ga.)** and **Charles W. Dowdy (WLBG Laurens, S. C.);** consideration $49,731. Announced Jan. 22.

KSUB Cedar City, Utah—granted transfer of control from **Durham Morris,** et al., to **Beehive Telecasting Corp.** (KLOR-TV Provo); consideration $65,415. Announced Jan. 22.

WAFC Staunton, Va.—granted transfer of control from **Willard F. Ganoe** to **Lloyd Gochenour,** present 20% stockholder who will pay $20,189 for additional 60%. Announced Jan. 22.

KRIV Camas, Wash.—granted assignment of license from **Gene R. Johnsick** and **Donald R. Nelson** to **William B.** and **Cathryn Murphy;** consideration $40,000. Announced Jan. 20.

KBAM Longview, Wash.—granted assignment of license and CP to **Paul D. Wickre;** consideration $84,718. Announced Jan. 20.

KOFE Pullman, Wash.—granted assignment of license from **John R. Bayton** and **Maynard F. Hicks** to **KOFE, Inc. (Herbert E. Everitt,** president, has interest in KART Jerome, Idaho); consideration $60,000. Announced Jan. 17.

WRFW Eau Claire, Wis.—granted transfer of control of licensee corp. **(Chippewa Valley Radio and Television Corp.)** from **Keith Werner** to **Harry S. Hyett, G. LaVerne Flambo, W. John Grandy, Odin S. Ramsland** and **Dorothy E. LeMasurier** for $30,000, less outstanding debts of licensee corp. New owners will each own one-fifth. Mr. Hyett is in business for himself. Mr. Grandy is general sales manager of **KDAL-TV Duluth, Minn.,** Dorothy LeMasurier is president of KDAL-AM-TV. Mr. Ramsland is general manager of KDAL-AM-TV. Mr. Flambo is 99.1% owner of **WQUA Moline, Ill.,** 90% owner of **WQUB Galesburg, Ill.** Announced Jan. 17.

KTHE Thermopolis, Wyo.—are being advised that it appears grounds exist for issuance of an order to show cause why license of **Thermopolis Bcstg. Co., Inc.,** should not be revoked, and that application for assignment of license to **W. S. Black** tr/as **Independent Record,** indicates necessity of a hearing. Announced Jan. 20.

APPLICATIONS

WABB Mobile, Ala.—seeks assignment of license from **The Mobile Press Register Inc.** to **North Virginia Bcstrs. Inc.** for $150,000. Mr. **Cy Blumenthal,** sole owner, also owns **WARL Arlington, WCMS Norfolk** and 10% of **WROV Roanoke,** all **Virginia,** plus **KCKN Kansas City, Kan.** Announced Jan. 22.

WRG-AM-FM-TV Mobile, Ala.—seeks transfer of control of licensee corporation **(WKRG-TV Inc.)** from **Shirley Rester Konrad, T. J. Rester Jr., T. K. Jackson Jr.,** and others to **Giddens TV Inc.** for $1,179,915. Owners are **Kenneth R. Giddens** and **The Mobile Press Register Inc.** (each 50%). Mr. Giddens owns theatres and is in real estate. Press Register publishes morning, evening and Sunday newspaper. Announced Jan. 22.

KCOY Santa Maria, Calif.—seeks to change frequency from 1400 kilocycles to 1440 kilocycles; increase power from 250 watts to 1 kilowatt; install directional antenna for nighttime use; make changes in ground system; install new transmitter and change studio location. Announced Jan. 17.

KVFC Cortez, Colo.—seeks assignment of license from **Jack W. Hawkins, James W. Hawkins** and **Barney H. Hubbs** to **KVFC Inc.** Corporate change. No control change. Mr. Hawkins is given increased ownership (now 67%) in return for

Continues on page 109

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Eastern chain has new station under construction in greater Pittsburgh area. Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.

S. California indie has opportunity for aggressive local time sales manager and one salesman. Hard sell, originate sales ideas, train and assist sales team. Send resume, photo to Box 838C, BROADCASTING.

Commercial manager, $600.00 month guarantee plus good percentage. Must take complete charge of sales and sales staff. Good small single-station market. Must have good record as this job pays extremely well. Apply to S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Sales

Radio salesman wanted new, progressive music and news in excellent dry, high climatic conditions. You can grow with our organization. Salary plus. Box 646C, BROADCASTING.

Sales: Good opportunity in Mobile, Alabama for experienced men who can sell radio. Guarantee $100.00 week against 15%. Personal interview necessary. List experience, present billing, age, education. Box 719C, BROADCASTING.

Immediate opportunity for experienced radio salesman with brand new station in western Pennsylvania, one of an expanding chain. High quality operation in single-station market. Draw against commission. Send photo and particulars to Box 762C, BROADCASTING.

Salesmen. New upper midwest daytimer. Progressive market. Excellent potential. Box 817C, BROADCASTING.

Experienced-live-wire salesman-male or female. Permanent position. Wonderful opportunity to advance. Draw against 20% commission. Top-rated station, in Texas. Reference and details 1st letter. Box 833C, BROADCASTING.

Salesman or commercial manager experienced all phases single station market. Guarantee plus percentage net or gross. Box 845C, BROADCASTING.

Wanted sales manager or salesman. Salary plus generous commission and over-ride. KTXL Radio, Box 2139, San Angelo, Texas.

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Experienced time salesman with announcing experience. Emphasis on sales. Base salary plus commissions. Excellent opportunity for right man in lucrative market. WLTC, Gastonia, N. C.

Announcers

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

Announcer for progressive independent in northern vacationland. No floaters. Send tape and background immediately. Box 366C, BROADCASTING.

Florida, south coast. Aggressive independent needs personality pop-dj. Send tape, resume, references. $100 week to start. Box 468C, BROADCASTING.

Announcer wanted, must be mature, experienced, warm, friendly personality with ability to sell on the air. Please submit resume, tape and picture with your letter. No recent radio school graduate, please. Box 484C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

One of Ohio's finest small market operations needs a good staff announcer strong on news. If you are interested in excellent working conditions, and fringe benefits, and have experience and good references send tape, resume and photo to Box 690C, BROADCASTING.

Texas regional needs experienced morning man. Good chance for advancement. Starting salary $90.00 per week. Send tape and full details to Box 715C, BROADCASTING.

One of southwest's great prestige stations wants experienced on-air radio personality. Should be disk-jockey in broad sense, but must be warm and mature-sounding. Start $135 per week plus bonus arrangement. In addition, possibility of working in sister tv operation. Send recent photo, resume and tape immediately to Box 720C, BROADCASTING.

Morning man, to run the morning show of an established western Pennsylvania station. Must be experienced, have imagination and do a smooth running show. Board experience necessary $75 for 40 hour week. Send tape and references to Box 722C, BROADCASTING.

New daytime independent in major midwest market programming for adult audience needs good, experienced announcer. Send tape, picture and full details of background. Must be dependable and able to follow format. Box 761C, BROADCASTING.

DJ—Sell your own wakeup show, salary, talent, commission. Be big man and big moneymaker in big Pennsylvania market. Send facts, no tapes. Box 800C, BROADCASTING.

Newsman to gather, write and air local news, use mobile unit. Some board work required. State all in first letter. Tape, small picture, also references and salary needs. Virginia network station. Box 811C, BROADCASTING.

We're looking for a good solid disc jockey with that "certain something" besides knowledge of "top 50" and a good voice. Must be able to attract adult audience in substantial aggressive Ohio market. Prefer responsible, experienced married man. Basic salary plus a lucrative talent fee setup. Send tape and resume in confidence; material returned. Box 843C, BROADCASTING.

DJ wanted for metropolitan market. Minimum three years experience. 1,000 watt daytime. 40 hour week. Good starting salary. Box 861C, BROADCASTING.

Morning man, 6 days, must have warm, lighthearted and humorous approach. (Not necessarily screwball.) Medium sized city, up state New York. Right man can earn $200.00 weekly. Send tape, photo and complete story to Box 877C, BROADCASTING.

Experienced announcer for 1 kw Texas station. $400 per month. Send resume, picture and tape audition to Box 880C, BROADCASTING.

Pennsylvania chain needs experienced announcers for new station in greater Pittsburgh area. $85 a week to start with regular raises and overtime pay. Minimum of one-year experience necessary. Excellent opportunity for advancement into management. Send tape, resume and photo. Box 882C, BROADCASTING.

Good opportunity for experienced announcer. Large southern chain. Include tape, recent photo and complete information. Box 883C, BROADCASTING.

KBUD, Athens, Texas is looking for a good announcer.

Opening for good announcer, must be experienced, first ticket not needed. All new RCA equipment. Music, news format. Most ideal spot in California to live, one hour to trout fishing. KONG, Visalia, California.

Announcer with first phone, WAMD, Aberdeen, Md.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer, experienced all phases needed immediately by 5000 watt NBC station, city of 17,000. This is permanent position and open to applicants of Kansas or adjacent states, but not open to floaters. This ad will appear only once, so send audition tape, reference, marital and draft status and salary requirements to Jim Heaton, KVGB, Great Bend, Kansas.

Announcer, strong staff man, to handle disc jockey, news and staff duties. One of America's pioneer stations. Good starting salary and other benefits. Send tape, photo and resume to Elmer Knopf, Radio Station WFDF, Flint, Michigan.

We need a top announcer for high rating personality show to work in one of the south's most progressive stations. Station serving 25,000 radio homes is key station for network of seven. Salary appreciably above average. First class phone license preferred. Please send tape with letter stating experience, starting salary, etc. All tapes will be returned. Contact Phil Whitney, Manager, WINC, Winchester, Virginia.

WINZ, Miami, 50,000 watts, Florida's biggest news and music station invites tapes from top market dj personalities for daytime opening. State availability and salary required. Tapes, regretfully, will not be returned.

5 kw Georgia daytimer has immediate opening for experienced staff announcer or announcer-salesman. Send resume, tape, photo. WLET, Toccoa, Georgia.

Immediate opening for experienced staff announcer. Excellent working conditions. Top pay. WMRE, Monroe, Georgia.

Suburban Cleveland independent accent on local, need excellent voice, one year minimum experience. Send tape, resume 1st reply. Personal interview required, $95.00 or better. WPVL, Painesville, Ohio.

APB Mo dj-sales, marriage preferred, immediate opening. Good pay and commission, no draw, living is easy. Send tape and resume to Sam Zack, Manager, WRGR Radio, Starke, Florida.

Technical

Chief engineer, operations manager for suburban metropolitan station in midwest. Responsible for maintenance with complete supervision of strict announcing and operating procedures. Must be energetic, able to handle personnel, reliable. Salary $120.00 plus, dependent upon experience and ability. Box 396C, BROADCASTING.

Wanted. First class engineer with good announcing voice. Top pay. State salary requirements, include tape and picture. Rush to Box 510C, BROADCASTING.

First class engineer-announcer for Indiana non-directional 1000 watt daytimer, $110.00. Box 750C, BROADCASTING.

New station needs good combination announcer-engineer. Ideal working and living conditions. Send complete details including audition tape and starting salary. Box 816C, BROADCASTING.

Immediate openings for 1st class engineers new station in greater Pittsburgh area. Kilowatt daytime directional station with good working conditions, paid vacation, good salary, time and half for overtime. Send resume of experience. Box 881C, BROADCASTING.

Wanted: First class engineer immediately. Opportunity for advancement to chief. Good salary. Must be congenial. Will accept man with minimum experience if otherwise acceptable. Personal interview required. WCHV, Charlottesville, Virginia. Phone 2-5121.

Technician, licensed. Broadcast and mobile communications. Hawkins Broadcasting Services, 920 King, Wilmington, Delaware.

RADIO

Help Wanted—(Cont'd)

Agency

Time buyer: Ambitious assisstant buyer with two or more year's experience, interested in chief time buyer job Pennsylvania 4-A agency. Should send resume and salary requirements to Box 857C, BROADCASTING.

Production-Programming, Others

Wanted—BS top rated upper midwest music-news station, two music men and one assistant news editor. Box 765C, BROADCASTING.

Production supervisor-traffic manager to supervise announcers and handle makeup of daily logs for metropolitan midwest operation. Previous success in handling personnel necessary. Salary in $125 range. Send photo, specific background to Box 779C, BROADCASTING.

Experienced commercial continuity writer. Male or female-steady-chance to advance. Texas. Send reference-sample copy. Box 834C, BROADCASTING.

Mutual station desires ambitious program director for progressive station. Terrific opportunity. Send info to Box 864C, BROADCASTING.

Experienced program director; one with superior abilities, little air work. 250 watt station in the New York metropolitan area. Write or call General Manager, WSTC, Stamford, Conn.

RADIO

Situations Wanted

Management

Experienced radioman desires managership small station in south. Announcing, sales, programming. Box 634C, BROADCASTING.

Executive: Management/sales. 15 years respected reputation; thorough experience, profitable management operation background. Now employed sales manager radio/vhf tv major eastern market. Strictly personal reason for seeking change. Negotiations must be confidential. Box 754C, BROADCASTING.

ANNOUNCERS—
Need More Money?

Then, get your F.C.C. First Phone

Add a first class F.C.C. license to your earning ability. This license is your ticket to higher pay and greater security in radio and television broadcasting. Stations are eager to hire licensed announcers as combo men.

Grantham Training

Grantham Schools, located in Washington, D. C., and Hollywood, Calif., specialize in F.C.C. license training. You are trained quickly and well. All courses begin with technical fundamentals — NO previous training required. Beginners get 1st class license in 12 weeks.

Correspondence or Resident Classes

The Grantham F.C.C. License Course is available by correspondence or in resident classes. Both types of courses are offered at Washington and Hollywood. Write to either location for a free booklet describing this training.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk B-4

821 19th Street N. W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name ----------

Address ----------

City ---------- State ----------

I am interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Management

Young, ambitious manager! Major and small market experience. Proven sales and programming abilities. Box 830C, BROADCASTING.

Manager-program director team. We're young, ambitious, know-how. Prefer southwest market over 25,000. Box 855C, BROADCASTING.

Manager, assistant manager or sales manager. Seventeen (17) years experience in radio and television in above listed capacities, and as radio and television director for one of the country's largest regional advertising agencies. Thoroughly conversant with all phases of radio, television and agency operation. Exceptionally strong on programming and promotion which builds ratings, and sales methods which achieve lasting results. Unusually successful in personnel and labor relations and in correlating personnel and department into a unified, harmonious and highly efficient and productive operation. Young (38), aggressive and intelligent, properly balanced with dignity, humility and discretion. Devoted family man with active civic interests. Prefer low-rated, hard-to-sell major market radio station that needs help, but not a "shoe-string" operation. Interested only in opportunity to earn upwards of $25,000.00 yearly. Presently earning over $30,000.00 yearly in connection of more than 10 years in major market. Write Box 869C, BROADCASTING.

Commercial manager, employed, 10 years experience in all phases of radio desires step-up to manager. Small or medium market, N. C., D. C., or Virginia preferred. Age 32, married, top references. Box 885C, BROADCASTING.

General manager of regional station seeks similar position on eastern seaboard. Personal sales and managerial record are substantiated by best references. Seek salary and bonus or percentage arrangement. Minimum considered $7,800. Complete responsibility and authority essential. Contact R. C., 1015 Madison Avenue, New York City.

Sales

Aggressive, imaginative, college grad, 24, excellent diversified background, seeks career position in radio-tv sales. Box 873C, BROADCASTING.

Announcers

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 535C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 536C, BROADCASTING.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 537C, BROADCASTING.

Negro team-husband and wife. Sure-fire puller with services and gimmicks. Ready to make money for you. Box 538C, BROADCASTING.

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Staff announcer-dj desires position in eastern Iowa, northern Illinois, or southern Wisconsin. Reliable, references. Box 605C, BROADCASTING.

Attention, Pittsburgh! Tepnotch small town announcer, dj, newscaster, ready to make "the big move," presently employed near you. Good background. Available two weeks notice. Write Box 721C, BROADCASTING.

Attention: New York-New Jersey-Connecticut areas, announcer, personality disc-jockey available immediately, 2½ years experience. Married, college graduate. Run own board. Box 801C, BROADCASTING.

Announcer—Radio school graduate, FCC phone ticket, will relocate. Tape available. Box 804C, BROADCASTING.

Now employed bureau chief top midwestern independent. Can report, write, air local news with proven ability. Looking for opportunity in top market, nothing else considered. Tapes, resume, samples of writing, etc. on request. Box 805C, BROADCASTING.

Experienced radio-tv announcer, 25, single, veteran, presently employed, travel anywhere. Box 807C, BROADCASTING.

Versatile two-man radio production-announcing team available. $320 per week. Box 808C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, some experience. Dependable, hard working non-clock watching young man. Single, vet, college graduate. Thoroughly trained radio-tv. Capable writer. Assistant general manager potential. Desire permanency as announcer, or part-time announcer with office, local news or production duties. No selling please. Box 809C, BROADCASTING.

Married veteran, BA in radio, 3 years commercial experience, desires to make move from seasonal area to larger year round market. Sports, play-by-play, disc work, news. Box 820C, BROADCASTING.

Young man 24 willing to learn. Three years of college, experience in college station. Have audition tape. Box 822C, BROADCASTING.

Experienced dj, newsman, 25, married, college degree, veteran, employed, eastern seaboard preferred. Box 827C, BROADCASTING.

Air Salesman with excellent references and five years experience under his belt, desires relocation in midwest market. Minimum of $125. Box 836C, BROADCASTING.

Attention Kentucky-Tenn. First phone-announcer. 4 years announcing experience. Light maintenance. Married. Child. 23. Sober. Minimum $90. Employed. Reached saturation point. Box 837C, BROADCASTING.

Attention Florida! Successful commercial announcer, in city over million. Desires announcing with opportunity to learn management! Box 844C, BROADCASTING.

Fast paced dj, experienced, knows music, good commercial delivery, family. Box 847C, BROADCASTING.

Negro, outstanding reputation, newscaster, speech-announcer. Award, relaxed punch styles, top dj, credit listing. Box 848C, BROADCASTING.

Top dj, nationally known, have first phone but who needs it. Negro. Box 851C, BROADCASTING.

Bright young dj tremendously versatile. Lots of experience. I want a good job. Virginia or Tennessee preferred. Box 853C, BROADCASTING.

Ideas galore-looking for position as announcer or copywriter, college and radio school background. Willing to work hard for job with potential. Box 859C, BROADCASTING.

Looking for a c&w air salesman? Look no more. Good at gathering and airing local news. Married and looking for a job with a future. Box 860C, BROADCASTING.

Experienced announcer, four years, own car, will travel. Box 867C, BROADCASTING.

Girl personality desires disc jockey position. Attractive, experience, college graduate. Box 871C, BROADCASTING.

Disc jockey, announcer experienced, vet, 26, single, college. Interview or tape will convince. Box 874C, BROADCASTING.

Announcer-program director-newscaster. 5 years radio all phases. 1½ years tv booth, on camera, 31, 1st phone. California-Arizona only. Personal interview. Box 886C, BROADCASTING.

Easy-to-listen-to first phone announcer. Desires relaxed operation. No maintenance. Must include some country music. Cities over 75,000 only. Box 171, Maumee, Ohio.

Announcer, newscaster. Permanent. Veteran, graduate. Salary? Jim Richardson, Lakeland, Florida.

Light on experience, heavy with potential. 2½ years college. Radio school graduate. Married, one child. A. J. Waran, 6328 N. Mobile Ave., Chicago 30, Ill., Newcastle 1-4364.

Combo man available immediately, 4 years experience, married, prefer west coast area. Alan Waskul, 5927 Sunset Blvd., Hollywood, HOlly-wood 9-1938.

Staff announcer, western and folk music specialist. Guitarist, operate board. Webb, 737 - 11th Street, N. W., Washington, D. C., MEtropolitan 8-5255.

Staff announcer with 5 months experience. Glen Willman, Federal 2-5827, 812-13 Ave. South, Minneapolis 4, Minnesota.

First phone announcer. 1 year experience as chief. Best reference—present employer. Jack York, Box 256, Foster, Ohio and phone Loveland, Ohio, Normandy 5-5686.

RADIO

Situations Wanted—(Cont'd)

Technical

Experienced radio-tv engineer first class license available immediately, south preferred. Box 632C, BROADCASTING.

Egghead—No, but a darned good practical chief engineer. 20 years broadcast and tv experience guarantees my ability to operate your technical department in the most efficient and economical way possible. I would like to build and/or operate your radio or tv property. Available upon 90 days notice only. Box 769C, BROADCASTING.

Chief engineer-announcer, 4 years experience, desires position south or southwest. $100 start. Box 842C, BROADCASTING.

Want transmitter position, experience, 1st phone, amateur, 35, car. Box 879C, BROADCASTING.

Chief engineer. Good, practical experience in construction, maintenance, installation. Sober, reliable, can accept responsibility. No combo. Box 884C, BROADCASTING.

Engineer, announcer, 1 year part-time radio-tv experience, 1st phone, 2 years college (electronics) family, desire permanent position. Walter Andrus, KSBY-TV, San Luis Obispo, Calif.

Production-Programming, Others

Ten years radio experience, now public relations director for national manufacturer, want radio again, programming for top station or agency. Married, 35, college. Box 813C, BROADCASTING.

Six months experience, eager to break into good radio, salary second to opportunity. Prefer the southeast. Box 815C, BROADCASTING.

Available immediately, experienced copywriter, would prefer Michigan, Ohio, Indiana, Illinois or Wisconsin. Will send sample copy on request. Box 823C, BROADCASTING.

Producer-director, experienced. Employed in top midwestern basic. Strong in all phases of production. College man, family. Desire more opportunity. Box 832C, BROADCASTING.

Newsman presently employed, wants position with large market radio or tv station in Wisconsin, Illinois or Minnesota. Excellent radio background. Box 868C, BROADCASTING.

Copywriter, versatile, imaginative. Business experience. Almost rather write than eat; would like to do both. Box 878C, BROADCASTING.

Commercial copywriter with 7 years experience in radio and tv. Ellis Babcock, Box 55, Orwell, N. Y. Pulaski 816W.

TELEVISION

Help Wanted

Management

Strong selling manager wanted for midwest radio and tv station. Exceptional opportunity. Good salary. Excellent working conditions. Send info to Box 863C, BROADCASTING.

Sales

NBC full power station, central U. S. has immediate opening for man qualified to act as assistant tv sales manager, opportunity unlimited as to salary and future. Write Box 865C, BROADCASTING.

Salesman: S.W. vhf, NBC, ABC, needs young experienced salesman for growing market. Contact Ray Carow, General Manager, WALB-TV Albany, Ga.

Announcers

Announcer-midwest vhf. Excellent day, working conditions, future unlimited. Radio or television experience. Send resume and photo. Box 825C, BROADCASTING.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Experienced tv engineer, 1st class license maintenance, construction, no operational. Permanent. Midwestern university, salary range—$5,000 up, depending experience. Box 717C, BROADCASTING.

Chief engineer, mid-west vhf. Maximum power, net affiliate. Salary commensurate with ability. Excellent working conditions. Box 852C, BROADCASTING.

Studio engineer, one day at transmitter, excellent opportunity, if you desire to learn all facets of studio operation. First phone. Contact Tom Jones, Chief Engineer, WSVA-TV, Harrisonburg, Virginia.

Wanted three first phone engineers for expanding operations. Salary dependent on experience. Contact Chief Engineer, WTVD, Durham, N. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Sales promotion girl, midwest vhf. Must type, take dictation. Excellent pay and future. Box 826C, BROADCASTING.

Real opportunity for director of tv operations, NBC full power station. Unlimited possibilities. Send complete background to Box 866C, BROADCASTING.

TELEVISION

Situations Wanted

Management

TV station manager, eight years experience in television, desires to relocate in larger market as manager or operations manager. Four years in present position as manager of highly successful small-market station. Thoroughly experienced in all phases of station operation. Thirty-three years old, family man. Box 696C, BROADCASTING.

Sales

TV and/or radio sales: Looking for productive sales manager or salesman? 12 years experience, early thirties. Background of New York radio-tv sales, station and representative level—former film sales manager and agency AE. Record speaks for itself and I would like to do same at your convenience. Presently employed but desire greater growth potential. Married, responsible and conscientious. Superior references you'll know. Box 728C, BROADCASTING.

Aggressive account executive! $100,000 billing, small market. 4 years television experience. College and graduate training. Relocate any large market. Box 856C, BROADCASTING.

Take advantage of my 15 years experence major market radio-tv sales. Past 4 years top salesman with present employer eastern vhf, 12 years radio. Wife requires change of climate. Sober, reliable, permanent, married, middle-aged, financially responsible. Equally capable agencies or local buyers. References past employers, resume and photo on request. Box 858C, BROADCASTING.

Announcers

Radio know-how? I've got it! Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 707C, BROADCASTING.

Talented, versatile announcer-director. Am also cartoonist-weatherman, children's personality. Four years tv. Seeking career with progressive station. Box 802C, BROADCASTING.

Six years in radio-tv as announcer, director, camera, sales. Want job in larger market as production manager, program director, sales. Box 810C, BROADCASTING.

Newsman, mature, experienced in all phases of television news wants permanent position with news conscious station. Box 814C, BROADCASTING.

Offering-experience, appearance, poise and warm persuasive delivery. Ten years experience. Eight years on present job at 50 kw radio and vhf television network affiliate in major midwest market. 7½ years radio morning man and newscaster. Eight years on tv as newscaster and writer, mc, quizmaster, weatherman and commercial pitchman. Family man who finds present job situation static. Needs new challenge on permanent basis. Have ideas—will travel—anywhere. Box 840C, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Tape available. Box 870C, BROADCASTING.

Technical

Television broadcast technician, first phone, two years experience, operation and maintenance, veteran, RCA Institutes graduate, married, car, relocate anywhere, resume on request. Box 741C, BROADCASTING.

First phone—tv studio training. Desire tv or radio. Will try announcing. Box 828C, BROADCASTING.

Have 1st phone. TV studio operator school grad. Desire tv or radio work. Studio or transmitter. Box 829C, BROADCASTING.

Production-Programming, Others

Newsman available now. Five years Chicago experience in news, sports, special events. Box 703C, BROADCASTING.

News director of radio-tv operation in medium market wants into metropolitan news shop. Nine years broadcast news experience; knows newscasting, writing, photography, interviews, reporting. Present employers will recommend. Box 803C, BROADCASTING.

Employed tv copywriter desires location in Houston, Texas area. Over two years experience in tv; previous radio background, writing, announcing, secretarial. Box 812C, BROADCASTING.

Producer-director. Five years with present employer. Production director for past three years. Excellent references. Interested in large market operation with future. Box 841C, BROADCASTING.

Experienced cameraman-photographer: To locate in Louisiana city with accredited four year college. Write Box 849C, BROADCASTING.

Open to a good offer: Past 6 years radio tv director for New York agency. TV production and account exec work included. Past experience as general manager New England 5,000 watter (plus eve dj show) account exec for 50,000 watt New York indie. 31 years, married, looking for solid position with equally station (or heaven help me) agency. Box 875C, BROADCASTING.

Production assistant, single, 25, draft exempt. Will locate anywhere. Can qualify as camera man, boom man, floor manager, traffic manager and film. Salary second to opportunity. Box 876C, BROADCASTING.

Innocent victim of economy axe needs job. Trained and experienced tv director, college degree and smooth production work. All offers considered. Mike O'Rourke, Mesick, Mich.

FOR SALE

Stations

1 kw Bcstg. station located southwest; in black notwithstanding absentee ownership. Studio, tower, manager's modern home all compact on 10 acre tract owned by station. Address Box 770C, BROADCASTING.

Clear channel daytimer and eight-cabin tourist court on interstate highway. Both station and motel, $75,000.00. Box 821C, BROADCASTING.

Five to twenty five percent of California station available to qualified active or inactive top level radio applicant. Send resume, amount able to invest to Box 839C, BROADCASTING.

Northeast metropolitan market, $130,000, terms, Chapman Company, 17 East 48th, New York.

Small market Florida station, 75,000, terms. Chapman Company, 84 Peachtree, N. W., Atlanta.

Upper south single station market, $29,000 total with $10,000 down. Chapman Company, 84 Peachtree, N. W., Atlanta.

Southwest medium market station, $45,000 total, $15,000 down. Chapman Company, 84 Peachtree, N. W., Atlanta.

Florida medium market, $33,000, terms. Chapman Company, 84 Peachtree, N. W., Atlanta.

New England, single station market, $85,000 with terms or $75,000 cash. Chapman Company, 17 East 48th, New York.

FOR SALE—(Cont'd)

Stations

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

10 kw RCA Channel 6 tv transmitter, type TT1OAL including tubes (as is), crystal holders, side band filter, harmonic filter, 4.75 mc low pass filter. Now in use and in perfect operating condition. Less than 10 months old. Substantial saving. Box 542C, BROADCASTING.

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

16mm Bolex camera, accessories. Professional editing equipment. Colortrans. Private owner. Perfect. Box 806C, BROADCASTING.

1957 GMC air-conditioned remote television truck, like new. Equipped with 2 RCA camera chains. Will sell fully or partially equipped. For details write Box 824C, BROADCASTING.

RCA 76-B used consolette and power supply. Good condition, has original gray finish. $350.00. Box 835C, BROADCASTING.

Portable Magnecord (PT6AH and PT6-J) recently overhauled, good cases—$350. PT6-HT switchover—$10. Box 846C, BROADCASTING.

Trans-Lux news-sign for sale at half price. 40' sign, and all necessary equipment in guaranteed operating condition. Ready to install. Sell your local merchants' ads on this traveling news-sign and make a big profit, even the first year. Box 862C, BROADCASTING.

1 Gates CB11 turntable with 2 grey 103SL arms. For further information contact KNDC, Hettinger, North Dakota.

Tapak custom model battery operated portable tape machine. Brand new condition. $225.00. KTEM, Temple, Texas.

2 RCA model M1 12800 B turntables with portable carrying cases. Converted to 45 RPM, complete with arms and heads. Heathkit tube tester, model TC 1, like new. Brush recorder BK 403 in excellent operating condition. Heavy duty power supply used in conjunction with remote transmitter. Best cash offer. Don Moran, Chief Engineer, WBEV, Beaver Dam, Wisconsin.

Three antenna sampling loops. Excellent condition. $50.00 total. F.O.B. Charlottesville, Virginia, WCHV.

DuMont 124E camera chain complete with tubes less 10. Excellent condition. Can be released immediately. Bill Latham, Chief Engineer, WITV, Hollywood, Florida.

1 RCA 1 kw fm transmitter in excellent condition. WOPA, Oak Park, Illinois, E. Sonderling. VIllage 8-5760.

Remote control system recently removed from service. Excellent condition. Receiver and amplifiers drive any make am monitors. Reasonable. Richard Gage, Chief Engineer, WPEL, Montrose, Pennsylvania.

One kilowatt, Collins 20K transmitter. Passed performance measurements in December, WWWF, Fayette, Alabama.

2 year old Gates BC one-F 1000 watt transmitter, like new: $3900; RCA BTA 250M, like new: $1950; Western 310B 250 watts, make offer. 1000 watt antenna coupler: $175. All equipment now in operation. Phone Detroit, Jordan 4-6524.

WANTED TO BUY

Stations

Have $5000.00 and 6 years experience as hard-working salesman and general manager. Want to buy radio station. What have you. Box 738C, BROADCASTING.

Reliable radio party with substantial down payment. Negotiations will be in strictest confidence. Competent personnel will be retained. Box 850C, BROADCASTING.

Stations wanted! Southwest. For private sale only. Ralph Erwin. Broker. Tuloma Building. Tulsa.

WANTED TO BUY—(Cont'd)

Equipment

Good used 5 kw transmitter, air cooled. Box 501C, BROADCASTING.

Wanted, good used 3 kw fm transmitter and accessories. Reply Box 567C, BROADCASTING.

One or more RCA type op-6 remote pickup amplifiers. State price and condition and whether equipped with vu meter. Box 831C, BROADCASTING.

GE opaque, slide projector, type PF-4-A with single barrel lens, A-1 condition. State price. Chief Engineer, WCCO-TV, Minneapolis, Minnesota.

Used 250 watt RCA, am transmitter, model 250 K, or similar. Need not be operating. Please state price. Contact WNER, Live Oak, Florida.

Delta Star transformer, 3 phase, 220 volts primary, 3780 volts secondary for Collins 20K transmitter. WWWF, Fayette, Alabama.

Discvacuum chip assembly. RCA 70-C2 45 conversion kits. Presto TL-10. Delaware Broadcasting. Engineering, 920 King, Wilmington, Delaware.

5 to 10 kw fm transmitter and accessories. Ed Nall, 4516 North Libby, Oklahoma City.

Any condition, fm transmitter and equipment. Jack Salera, 25 Seventh Street, Providence, Rhode Island.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 5, May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Management

$12,500.00 REWARD

The manhunt is on! The reward is between $10,000 and $15,000 a year, plus the satisfaction and excitement of managing for an outstanding company a well-known successful 5-KW network radio station in one of the top 75 markets. Our quarry is experienced, aggressive, able to build his own sales organization. He wants recognition in a thriving east-central city and he's willing to shoulder added responsibilities for the community and the station. He can take it as well as dish it out against entrenched radio, TV, and newspaper competition. He's strong on team effort. Are you the man? Better turn yourself in and collect your own reward! Write:

Box 887C, BROADCASTING

RADIO

Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to

Box 215C, BROADCASTING

WANT A BIGGER BANK ACCOUNT?

WFBR, a leader in Baltimore for 35 years, has a vacancy on local staff that offers potential income in neighborhood of $12-$15,000 on straight commission basis. Liberal salary during orientation period. If you have a good sales record and like to dig up helpful ideas for prospects and clients, contact Director of Sales.

WFBR
10 E. North Avenue
Baltimore 2, Maryland

Sales Promotion Manager To Ride Herd On A Rocket

WINS' rise dominates the New York radio scene. A chance to climb with WINS is the invigorating challenge offered to the man who can survive at high altitudes.

CONTACT
H. G. Fearnhead,
General Manager,
WINS, New York 23, New York

Announcer

CRACKERJACK DEEJAY

Needed by first place station in nation's 14th market. Good salary, good hours, plenty of record hops with $$$$$. Strong, live personality. Gimmick voices. Give us the works; background, experience, money requirements in first letter. Rush tape of news, ad lib and commercials to **Dick Lawrence, Director of Programming-Promotion, WBNY, Buffalo 3, New York.**

Agency

EXPERIENCED RADIO-TV TIME BUYER

Experienced, short Time Buyer to establish and head coast-to-coast time buying department for Texas' fastest growing advertising agency. Well-defined future. Must be capable of setting up forms and procedures. Must have current radio and TV contacts in all markets. Must know major markets and market analysis procedure. Should know how to buy nationally at "local" card rates. Send complete chronological resume: Background, experience, all markets and products serviced, type of buying and analysis given—to

Vice-President of Personnel
P. O. Box 6032, Houston, Texas

RADIO

Situations Wanted

Announcers

NETWORK PERSONALITY
Seeking association with progressive radio station. Will bring unique talents to cosmopolitan city for proper exploitation by alert management. Singer, musician, raconteur; quality deejay.
No rock 'n' roll—no automation announcing. A network personality intimately associated with nation's top recording and musical celebrities. Articulate, dependable. Have tape—will travel anywhere in U. S. or Canada. Sensible salary plus incentive. For audio resume, write Box 596C, BROADCASTING.

After traveling across the country and back again . . . I am convinced that group owners **BARTELL, McLENDON, PLOUGH STORER, STORZ, AND WESTINGHOUSE** . . . employ the finest talent . . . now . . . since I am of the finest talent . . . it follows that one of you should employ ME too! . . . how about a try?

P. O. Box 2508
Denver 1, Colorado

TELEVISION

Situations Wanted

Management

ATTENTION: TELEVISION MANAGEMENT

NOW AVAILABLE FIRST RUN

IN YOUR MARKET!!!

ADMINISTRATIVE—EXECUTIVE

OPERATIONAL ASSISTANT

Exhaustive, up-to-the-minute knowledge of television film programming and people. . . .

Solid on profitable programming, ingenious promotion, effective customer relations. . . .

Still producing high ratings and top profits against stiff competition after long run in major market!

A sure-fire money-maker for you and your clients. . . .

Perfect for across-the-board stripping for thirty year period, pay as you play, on monthly installment basis.

Option available to progressive station, network, film distributor, agency or sponsor. For rating history, reviews, story lines, terms and audition—write, wire or phone Box 872C, BROADCASTING.

TELEVISION

Help Wanted

Sales

ARE YOU THE MAN?

Network TV Sales Planning and Promotion Dept., located in Chicago, has opening for man with broadcast research experience. Should be familiar with audience ratings and know how to analyze them. Ability to handle other statistical work helpful. Some presentation writing. Excellent opportunity for future account executive work. All replies confidential. Send complete background to Box 818C, BROADCASTING.

SERVICES

DEEJAYS—PROMOTION MEN MANAGERS RECORD HOPS MAKE MONEY! MONEY! MONEY!

Let me show you, step by step, how to successfully begin, maintain and improve record hops on a weekly basis. You can add as much as $50-$500 **per week** to your present salary and the initial investment **costs you nothing** except $3 for my tried and proven manuscript. I'm a deejay who has made a minimum of $250 a week for the past 2 years in a smallish town of 100,000. Deejays in big and small towns are now using my system and making more money than ever! So can you! If you are now doing regular weekly hops, this will help you improve. If you want to begin a series of hops to make more money, this will get you going! Right now, send $3 in cash or money order to: Earl Kline, Box 854C, BROADCASTING. Money refunded if not satisfied.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
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America's Tape Recorder Specialists

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CONFIDENTIAL CONTACT
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HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

INSTRUCTIONS

START at $75 to $100 week!
Radio and television stations by the hundreds request our graduates as announcers, writers, actors, etc. New term starts Feb. 3rd. Write for details immediately to:
NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th St., N.W. (Dept. B-T)
Washington, D. C.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

FOR THE RECORD *Continues from page 104*

granting increased ownership in **KIUN Pecos, Tex.** (see below). Messrs. Hubbs and Hawkins each own 20% of **KFST Ft. Stockton** and 33.33% **of KVLF Alpine, both Texas.** Announced Jan. 20.

WAUG-AM-FM Augusta, Ga.—seeks assignment of license from **Chester M. Jones** and **George C. Nicholson** d/b as **Garden City Bcstg. Co.** to Chester H. Jones and George C. Nicholson d/b as Garden City Bcstg. Co. Corporate change. **For $7,000 Mr. Jones bought 25%** interest from Mr. Nicholson thus creating 50% partnership. Announced Jan. 16.

WIRL Peoria, Ill.—seeks assignment of license from **Ill. Valley Bcstg. Co.** to **Frudegar Bcstg. Co.** for $325,000. **Robert W. Frudegar,** sole owner, had been owner of **KLIN Lincoln, Neb.** Announced Jan. 16.

KFAD Fairfield, Iowa—seeks involuntary assignment of license from **Hiawatha Bcstg. Inc.** to **Dick R. Schlegel,** Trustee in Bankruptcy for Hiawatha. Announced Jan. 16.

WZIP Covington, Ky.—seeks assignment of license from **WZIP Inc.** to **WZIP Bcstg. Inc.** for $150,000. Owners are **Leonard Goorian, Alfred B. Katz, Arthur Steoff, Martin Himmel,** and **Edward Weston** (each 20%). Messrs. Goorian, Himmel and Weston are in advertising; Mr. Katz is attorney, Mr. Steoff is tv film distributor. Announced Jan. 20.

KDLM Detroit Lakes, Minn.—seeks transfer of control of licensee corporation **(Detroit Lakes Bcstg. Corp.)** from **Dr. Lester N. Dale** and **Garfield L. Fox** to **Herbert Gross** and **Kendall Light** d/b as **Herb Gross Associates** for $36,250. Mr. Gross (50%) was formerly district representative with **Ziv Co.** Mr. Light (50%) is sales representative for **WCCO Minneapolis.** Announced Jan. 21.

WDEB Gulfport, Miss (1390 kc)—seeks to increase power from 1 kilowatt to 5 kilowatts and install new trans. Announced Jan. 21.

KCSR Chadron, Neb.—seeks transfer of control of licensee corporation **(Community Service Radio Corp)** from **Rachel R. Fouse** and **Robert W. Fouse** to **William H. Finch** for $1,000. Mr. Finch, sole owner, also owns 33.3% **of KWYR Winner, S. D.** Announced Jan. 17.

KVLF Alpine, Tex.—seeks acquisition of positive control of licensee corporation **(Big Bend Bcstrs.)** by **Gene Hendryx** through purchase of stock from **Jack W. Hawkins** and **Barney H. Hubbs,** each to sell Mr. Hendryx 9% for $2,700. Mr. Hendryx, manager of KVLF, will then own 55%. Announced Jan. 16.

KIUN Pecos, Tex.—seeks assignment of license from **Barney H. Hubbs** and **Jack W. Hawkins** to **KIUN Inc.** Corporate change. No control change. Mr. Hubbs is given increased ownership (now 74%) in return for granting increased ownership **in KVFC Cortez, Colo.** to Mr. Hawkins (see above). Messrs. Hubbs and Hawkins each own 20% of **KFST Ft. Stockton** and 33.33% of **KVLF Alpine, both Texas.** Announced Jan. 16.

KWIQ Moses Lake, Wash.—seeks transfer of controlo f licensee corporation **(Central Basin Bcstg. Corp.)** from **Robert S. McCaw** and **Warren J. Durham** to **Basin TV Co.** for $14,726. Transferee is owned entirely by **Cascade Bcstg. Co.** which also owns **KIMA-AM-TV Yakima, KEPR-TV Pasco, KWIE Kennewick** and **KBAS-TV Ephrata,** all **Washington,** and **KLEW-TV Lewiston, Idaho.** Announced Jan. 20.

Hearing Cases

FINAL DECISION

By order of Jan. 22, Commission made effective immediately Jan. 6 initial decision and granted application of **Karl Kegley** for new am station to operate on 1570 kc, 250 w, D, in **Vanceburg, Ky.** Announced Jan. 22.

INITIAL DECISION

Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application

WANTED

1. **A GREAT DISC JOCKEY**
If you are a great disc jockey and are interested in Spinning your record in a major market, we want you.

2. **A STAFF ANNOUNCER**
If you are a staff announcer, fulfilling normal staff assignments, your capabilities and talent can secure a healthy future in a major market.

SELL YOURSELVES. Put it all on tape, including a sample of your air shows. And please enclose photo and personal data. All replies confidential. Post Office Box 425 B, Radio City, New York.

of **Radio Franklin, Inc.**, for new am station to operate on 1290 kc, 1 kw, D, in **Rocky Mount, Va.** Announced Jan. 17.

OTHER ACTIONS

Commission on Jan. 17 directed preparation of documents looking toward:

Denying application of **Joe Tom Easley** to establish and use studio in **Eagle Pass, Texas,** for transmission of radio programs to station **XEMU Piedras Negras, Coahuila, Mexico**; and

Denying petitions by Radio Station **KRMD** and **Southland Television Co.** (losing applicants in **Shreveport, La.**, ch. 12 comparative proceeding) for reconsideration and rehearing with respect to Commission's memorandum opinion and order **released July 1, 1957**, which affirmed May 19, 1955, grant of application of **Shreveport Television Co.** for new tv station **(KSLA-TV)** to operate on ch. 12 in **Shreveport**, and which dismissed certain petitions by Southland Television Co. and Interim Television Corp.

Commission on Jan. 17 directed preparation of document looking toward denial of petition by **WATR Inc. (WATR-TV**, ch. 53) **Waterbury, Conn.**, to amend tv table of assignments by shifting that channel from **Waterbury** to **Hartford** for noncommercial educational use there, and shifting ch. *24, now reserved for educational use in Hartford, to Waterbury for commercial use. Announced Jan. 20.

Arthur William Wilson, John Bozeman, Wichita, Kan.—designated for consolidated hearing applications for new am stations to operate on 900 kc, 250 w, DA, D; by letter, advised **KHOZ Harrison, Ark., and KGLC Miami, Okla.**, that they were not made parties to the proceeding. Announced Jan. 20.

Commission on Jan. 22 directed preparation of documents looking toward:

Denying application of **Deep South Bcstg. Co.** for mod. of cp of tv station **WSLA Selma, Ala.**, to move its trans. site to location 50 miles from **Selma** and 23 miles from **Montgomery**, specify main studio site one-half mile from city boundary of Selma, increase height of antenna from 387 ft. to 1993 ft., and increase power from 2.51 kw to 316 kw. (An initial decision of Dec. 12, 1956, proposed this denial.)

Denying petitions for rehearing and waiver of Sect. 3.37 of rules filed by **Courier-Times Inc.**, directed toward Aug. 1 decision which denied its application of new am station to operate on 1220 kc, 250 w, D, DA, in **New Castle, Ind.**, and granted application of **Don H. Martin** to increase power of **WSLM Salem, Ind.**, from 250 w to 1 kw on 1220 kc, D.

Commission announced its memorandum opinion and order of Jan. 17 which (1) modified in minor respects its Nov. 23, 1956, decision denying the application of **Newport Bcstg. Co.** to change frequency of **KNBY Newport, Ark.**, from 1280 kc to 730 kc, continuing operation with 1 kw, D, and (2) denied petitions by **KNBY** for reconsideration and to set aside decision reopen record and enlarge issues. Announced Jan. 20.

Sherrill C. Corwin, Los Angeles, Calif., Frederick J. Bassett and William E. Sullivan K-UHF (TV) Los Angeles, Calif.—designated for consolidated hearing applications for new tv stations to operate on ch. 34. Announced Jan. 22.

By order of Jan. 17, Commission denied petition by **Tribune Publishing Co., Portland, Oreg.**, for review of examiner's ruling denying its petition to intervene in proceeding on application of **Oregon Radio, Inc.**, for extension of time to construct station **KSLM-TV** (ch. 3) **Salem, Oreg.**

ORAL ARGUMENTS SCHEDULED

Commission on Jan. 17 scheduled following proceedings for oral argument on Feb. 13:

The Toledo Blade Co., The Community Bcstg. Co., Unity Corp. Inc., The Citizens Bcstg. Co., Maumee Valley Bcstg. Co., Great Lakes Bcstg. Co., and **Anthony Wayne Television Corp.**, applicants for ch. 11 in **Toledo, Ohio.**

Routine Roundup

ACTIONS BY FCC

By memorandum opinion and order, Commission granted petition for reconsideration filed by **Radio Service Corp. of Utah (KSL) Salt Lake City, Utah**, to extent of setting aside Nov. 13 grant of application of **Eastern Idaho Bcstg. and Television Co.** to change facilities of station **KIFI Idaho Falls, Idaho**, from 1400 kc, 250 w, U, to 1150 kc, 5 kw, D, accepted for filing **KIFI's** Jan. 10 amended application to specify 1260 kc in lieu of 1190 kc, and return amended application to the processing line. Announced Jan. 20.

PETITIONS FOR RULE MAKING FILED

O'Neill Broadcasting Co., KJEO Fresno, California—petition requesting issuance of proposed rule making so as to provide for all-VHF community by assignment of chs. 2, 5 and *7 to **Fresno, California**, and the deletion of ch. 5 at **Goldfield, Nevada.** Petitioner also requests issuance of order to show cause why its construction permit should not be modified to specify operation on ch. 2 instead of ch. 47 and its trans. location changed to **Patterson Mountain.** Announced Jan. 17.

Granite City Broadcasting Co., Mount Airy, North Carolina—**petition requesting the allocation of ch. 8 to **Mount Airy, North Carolina** by substitution of ch. 2 for ch. 8 at **Charleston, West Virginia.** Petitioner also requests shifting of ch. 13 to **Florence, South Carolina**, and ch. 8 to **Charleston, South Carolina.** Announced **Jan. 17.**

PETITION FOR RULE MAKING DISMISSED

Granite City Broadcasting Co., Mount Airy, North Carolina—*petition requesting allocation of **ch. 8 to Mount Airy, North Carolina**, and the substitution of **ch. 11 for ch. 8 at Charleston, West Virginia.** Announced Jan. 17.

* Dismissed by letter dated January 2, 1958.
** Dismissed by letter dated January 15, 1958.

ACTIONS ON MOTIONS

On petition by **Umatilla Bcstg. Enterprises (KUBE) Pendleton, Oregon**, Commission on **Jan.** 16, granted in part petition for extension of time for filing comments in TV rule making proceeding involving **Walla Walla Wash.**; time for filing comments is extended from Jan. 15 to Jan. 30, and time for filing reply comments is extended from Jan. 25 to **Feb.** 10.

On motion by **M & M Bcstg. Co. Inc. (WMBV-TV) Marinette, Wis.**, Commission on Jan. 16, granted extension of time from Jan. 20 to **Feb.** 28 for filing comments and from Jan. 30 to March 10 for filing reply comments in TV rule making proceeding involving Marinette-Green Bay, Wis.

By Chief Hearing Examiner James D. Cunningham on January 14:

Granted request of **Rensselaer Polytechnic Institute** that its notice of appearance filed late in proceeding on am application of **Greylock Bcstg. Co. (WBRK) Pittsfield, Mass.**, be accepted.

By Hearing Examiner H. Gifford Irion on January 15:

Ordered that hearing scheduled for **Feb.** 3 is continued to **Feb.** 26 in proceeding on am application of **Grand Haven Bcstg. Co. (WGHN) Grand Haven, Mich.**

By Hearing Examiner J. D. Bond on January 14:

Granted motion of **Capitol Bcstg. Co., East Lansing, Mich.**, requesting that prehearing conference be scheduled for 2 p.m., January 24 in proceeding on its am application and those of **Knorr Bcstg. Corp., Lansing**, and **W. A. Pomeroy, Tawas City-East Tawas**, both **Mich.**

By Hearing Examiner Charles J. Frederick on January 14:

Granted motion for corrections in various respects to transcript of hearing filed by **Oregon Radio, Inc.** in proceeding on its application for extension of time to complete construction of station **KSLM-TV Salem, Oreg.**

By Hearing Examiner Basil P. Cooper on January 14:

Issued order following second pre-hearing conference in proceeding on AM applications of **Birney Imes, Jr. (WMOX) Meridian**, and **Mississippi Bcstg. Co., Carthage**, both **Miss.**; evidentiary hearing scheduled for Jan. 14 is continued to Feb. 5.

By Hearing Examiner Annie Neal Huntting on January 16:

Issued second statement concerning pre-hearing conferences and Order in proceeding on am applications of **Broadcasters, Inc., South Plainfield, N. J., Eastern Bcstg. Co., Inc. (WDRF) Chester, Pa.**, and **Tri-County Bcstg. Corp., Plainfield, N. J.**; hearings are scheduled for Feb. 24 and March 3.

Issued statement and order following first prehearing conference in proceeding on applications of **Wabash Valley Bcstg. Corp., Cy Blumenthal**, and **Illiana Telecasting Corp.**, for new tv stations to operate on ch. 2 in **Terre Haute, Ind.**; prehearing conference will be held on March 27 and hearing will begin on March 31.

By Hearing Examiner Charles J. Frederick on January 16:

Issued order following third prehearing conference in proceeding on am applications of **Ralph D. Epperson, Williamsburg Bcstg. Co., Williamsburg, Va.**, and **WDDY, Inc. (WDDY) Gloucester, Va.**; further prehearing conference will be held on March 17 and the hearing proper shall commence on March 24.

By Hearing Examiner Basil P. Cooper on January 16:

Granted petition of **Greylock Bcstg. Co. (WBRK) Pittsfield, Mass.**, for continuance of prehearing conference from Jan. 16 to Jan. 31 in proceeding on its am application; a new engineering exhibit will be submitted by the applicant to the other parties on or before Jan. 22.

By Hearing Examiner Elizabeth C. Smith on January 17:

Granted petition by **Booth Radio & Television Stations, Inc. (WJVA) South Bend, Ind.**, for leave to amend its am application in order to show change of its name to **Booth Broadcasting Company.**

By Hearing Examiner Millard F. French on January 17:

Upon oral request of counsel for Broadcast Bureau, and with consent of all other parties to proceeding on am application of **Fernandina Beach Bcstrs (WSIZ) Douglas, Ga.**, granted extension of time from Jan. 20 and Jan. 27 to Jan. 31 and Feb. 7 for filing proposed findings of fact and reply findings.

By Hearing Examiner Charles J. Frederick on January 17:

By memorandum opinion and order, granted petition of **Russell G. Salter, Dixon, Ill.**, for leave to amend his am application to request directional operation with 1 kw power in lieu of presently proposed 500 watt non-directional operation; amendment would also bring financial showing up to date; amended application is removed from hearing docket and returned to processing line.

By Hearing Examiner H. Gifford Irion on January 17:

Ordered that hearing re application of **Western Nebraska Television, Inc.**, for new tv station to operate on ch. 13, in **Alliance, Nebraska**, will be resumed on February 4.

By Commissioner Richard A. Mack on January 21:

Granted petition of Broadcast Bureau for extension of time to Feb. 3 to file comments to petition by **Supreme Broadcasting Co., Inc.** and **Oklahoma Television Corp.**, to defer action on application of **St. Anthony Television Corp.**, and **WTVJ Inc.**, for new tv stations to operate on ch. 11 in **Houma, La.**, or, in the alternative, to designate those applications for hearing with **New Orleans** ch. 12 proceeding.

By Hearing Examiner Jay A. Kyle on January 21:

At request of counsel for certain parties in proceeding on **Evansville Television, Inc.**, to show cause why its authorization for **WTVW Evansville, Ind.**, should not be modified to specify operation on ch. 31 in lieu of ch. 7, ordered that further prehearing conference will be held on Jan. 23.

By Hearing Examiner H. Gifford Irion on the dates shown:

Ordered that further hearing conference is continued from Jan. 22 to March 4, re am applications of **Charles R. Bramlett, Torrance, Calif.** Action Jan. 20.

Ordered that date for further hearing is advanced from Feb. 18 to Feb. 6, but that final session will also be held on **Feb. 18**, as scheduled, in proceeding on am applications of **Westbrook Bcstg. Co. Inc., Westbrook**, and **Sherwood J. Tarlow, Saco**, both **Maine.** Action Jan. 20.

Ordered that hearing is continued from Feb. 4 to Feb. 7 re application of **Western Nebraska Television Inc.**, for new tv station to operate on ch. 13 in **Alliance, Nebr.** Action Jan. 21.

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DENVER
1700 Broadway
AComa 2-3623

By Hearing Examiner Basil P. Cooper on January 20:

Issued order following second pre-hearing conference re fm application of **Hall Bcstg. Co., Inc.**, and **Richard C. Simonton, Los Angeles, Calif.**; evidentiary hearing will begin on Feb. 25.

Ordered that prehearing conference will be held on Feb. 4 re application of **Triangle Publication, Inc.**, for mod. of cp of **WNHC-TV** (ch. 8), **New Haven, Conn.**

By Hearing Examiner Charles J. Frederick on January 20:

Granted petition of Broadcast Bureau for extension of time from Jan. 20 to Feb. 3 to file its proposed findings of fact and conclusions; reply findings, now required to be submitted on Feb. 3, shall, in lieu thereof, be submitted on Feb. 17, re application of **Oregon Radio Inc.**, for extension of time to complete construction of **KSLM-TV Salem, Oregon.**

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of January 17

KSHO-TV Las Vegas, Nev.—granted transfer of positive control from **Nathan Adelson** to **Mervyn Lee Adelson.**

KDAV Lubbock, Tex.—granted assignment of license to **David P. Pinkston** and **Leroy Elmore** d/b as **Western Bcstg. Co.**

KMLB-AM-FM Monroe, La.—granted assignment of license to **WSTV Inc.**

WIVI Christiansted, V. I.—granted mod. of cp to make changes in ant. system (decrease height).

WLOF-TV Orlando, Fla.—granted mod. of cp to make minor equipment changes, changes in ant. system, ant. height 600 ft., and specify trans. location as near Orlando in lieu of Orlando, Fla.

Mutual Bcstg. System Inc., New York, N. Y.—granted extension of authority to transmit programs to station **CKLW,** stations owned and operated by the **Canadian Bcstg. Corp.,** and stations licensed by the **Canadian Minister of Transport.**

WHTN-FM Huntington, W. Va.—granted authority to operate trans. by remote control.

KDPS-TV Des Moines, Iowa—granted extension of completion date to Aug. 12.

WRAK-TV Williamsport, Pa.—granted extension of completion date to Aug. 12.

Actions of January 16

WMST Mount Sterling, Ky.—granted license for am station.

KIHO Sioux Falls, S. D.—granted mod. of license to change name to **Sioux Empire Bcstg. Co. Inc.**

WFNS Burlington, N. C.—granted cp to install new trans.

WJHO Opelika, Ala.—granted cp to install new main trans.

KWTX Waco, Tex.—granted cp to install new trans.

KFAC-FM Los Angeles, Calif.—granted cp to install trans. as aux. trans.

KPOL-FM Los Angeles, Calif.—granted cp to increase ERP to 22 kw and install new trans.; condition.

WQXT-FM Palm Beach, Fla.—ganted cp to replace expired permit which authorized changes in trans. and increase in ERP.

WNEX-FM Macon, Ga.—granted cp to replace expired permit which authorized new fm station.

WCPM Cumberland, Ky.—granted mod. of cp to change type trans.; conditions.

WTJS Jackson, Tenn.—granted mod. of cp to change type trans.

Following were granted extensions of completion dates as shown: **WSCM Panama City Beach, Fla.**, to 2-20; **KAMP El Centro, Calif.**, to 6-1; **KITE San Antonio, Tex.**, to 7-13; **WORC Worcester, Mass.**, to 4-29, conditions.

Actions of January 15

WKLC St. Albans, W. Va.—granted assignment of license to **The Kandel Corp.**

WLAQ Rome, Ga.—Granted assignment of license to **Don Mitchell's WLAQ Inc.**

WILZ St. Petersburg Beach, Fla.—granted assignment of cps to **Holiday Isles Bcstg. Co.** (stock transaction).

KIKK Bakersfield, Calif.—granted assignment of cp to **William John Hyland III** and **Dawkins Espy,** doing business under same name.

WLAM Lewiston, Me.—granted transfer of control from **Frank S. Hoy** to **Frank S. Hoy** and **F. Parker Hoy** (as family group).

Granted licenses for following am stations: **WBCB Levittown-Fairless Hills, Pa.**, and specify studio location as **Newportville Fallsington Rd., Bristol Township, Pa.** (trans. location); **KBBC Centerville, Utah; WDOC Prestonsburg, Ky.; KZIN Coeur d'Alene, Idaho; WMSJ Sylva, N. C.,** conditions; **WEER Warrenton, Va.**

KAPK Minden, La.—granted license covering increase in power from 100 w to 250 w.

WCAS Gadsden, Ala.—granted license covering increase in power and installation of new type trans.

WWGS Tifton, Ga.—granted license covering changes in facilities, installation new trans., change trans. location and operate trans. by remote control.

KONG Visalia, Calif.—granted license covering installation of new trans.

KAIR Tucson, Ariz.—granted mod. of license to change name to **Joe DuMond Radio Enterprises Inc.**

WEZE Boston, Mass.—granted mod. of license to change name to **Air Trails Bcstg. Inc.**

WHIM Providence, R. I.—granted cp to install new trans.

KCBH Los Angeles, Calif.—granted cp to replace expired permit which authorized change in ERP to 75 kw of fm station and changes in trans.

WKTF Warrenton, Va.—granted mod. of cp to change type trans.

WCGA Calhoun, Ga.—granted change of remote control authority.

KUED Salt Lake City, Utah—application for extension of completion date dismissed.

Actions of January 14

KROC-TV Rochester, Minn.—granted license covering changes in facilities.

KCJB-TV Minot, N. D.—granted license covering changes in tv station.

WMOV Ravenswood, W. Va.—granted license for am station and specify studio location.

WKWK Wheeling, W. Va.—granted cp to change ant.-trans. (fm ant.-trans. location redescribed utilizing combined am and fm tower), change ground system and correct overall height of ant.

WAST Ashburn, Ga.—granted cp to replace expired cp for am station.

KFJZ Fort Worth, Tex.—granted cp to change trans. location of aux. trans. (main trans. site).

WJLB-FM, WTOD-FM Detroit, Mich., and Toledo, Ohio—granted mod. of cp and license to change name to **Booth Bcstg. Co.**

KFAD Fairfield, Iowa—granted extension of authority to remain silent for additional period ending Feb. 9, due to bankruptcy.

WGCM-FM Gulfport, Miss.—granted request to cancel license and subsidiary communications authority. Call letters deleted.

Following were granted extensions of completion dates as shown: **WRE Ware, Mass.**, to 2-15; **KRSC Othello, Wash.**, to 4-15; **WMPT South Williamsport, Pa.**, to 2-28; conditions on all; **WMAY-TV Springfield, Ill.**, to 7-29; **WTYT Titusville, Fla.**, to 4-30; **WMAR-TV Baltimore, Md.**, to 8-4; **WAIM-TV Anderson, S. C.**, to 7-25; **KAYS-TV Hays, Kan.**, to 6-1; **WBAL-TV Baltimore, Md.**, to 8-4; **WJMR-TV New Orleans, La.**, to 8-2; **KBMB-TV Bismarck, N. D.**, to 3-15; **WJZ-TV Baltimore, Md.**, to 8-4; **WTVE Elmira, N. Y.**, to 7-15.

Actions of January 13

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—granted extension of permit to supply tv programs broadcast in U. S., over tv stations licensed to **American Bcstg.-Paramount Theatres Inc.** to Canadian Television stations **CBFT** and **CBMT Montreal, Quebec; CBLT Toronto, Ontario, CKCO-TV Kitchener, Ontario, CBUT Vancouver, British Columbia,** et al for broadcast by these stations in Canada. Program material may be delivered via microwave relay facilities, operated by common carriers, air or rail express. Authority herein granted is for the period beginning 3 a.m., EST, Feb. 1, 1958 and ending 3 a.m., EST, Feb. 1, 1959.

WDIG Dothan, Ala.—granted assignment of license to **Jess M. Swicegood** doing business under same name.

KJOE KD-4700 Shreveport, La.—granted acquisition of negative control by **Joe C. Monroe** through purchase of stock from **Audiocasting Inc.**

WDBO-FM Orlando, Fla.—granted cp to make changes in transmitting equipment; condition.

WEGA Newton, Miss.—granted extension of authority to remain silent for period of six months from 12-31-57 to 6-30-58.

KLUK Evanston, Wyo.—granted 90 day extension of waiver of minimum hours, Sec. 3.71 of rules, to operate from 6:30 a.m. to 6:30 p.m., local time, and provide nighttime service only in the public interest.

KRTU Tucson, Ariz.—granted mod. of cp to change ant.-trans. location, change studio location, make changes in DA system and change type trans.

WHEN Syracuse, N. Y.—granted authority to operate aux. trans. by remote control while using non-directional ant.

License Renewals

Following stations were granted renewal of license: **WALT Tampa, Fla.; WARN Fort Pierce, Fla.; WBAR Bartow, Fla.; WCOA Pensacola, Fla.; WDAE** & aux., **Tampa, Fla.; WDBF Delray Beach, Fla.; WDCL Tarpon Springs, Fla.; WDLP Panama City, Fla.; WDSP De Funiak Springs, Fla.; WFBF Fernandina Beach, Fla.; WGGG Gainesville, Fla.; WGTO Cypress Gardens, Fla.; WIOK Tampa, Fla.; WIRA Fort Pierce, Fla.; WJBS De Land, Fla.; WJCM Sebring, Fla.; WJNO** (alt. main), **West Palm Beach, Fla.; WKIS** (aux.), **Orlando, Fla.; WKKO Cocoa, Fla.; WKTS Brooksville, Fla.; WKXY Sarasota, Fla.; WLAK Lakeland, Fla.; WLBE Leesburg, Fla.; WMEG Eau Gallie, Fla.; WMOP Ocala, Fla.; WPRY Perry, Fla.; WQIK Jacksonville, Fla.; WSBB New Smyrna Beach, Fla.; WSTN Saint Augustine, Fla.; WTMC Ocala, Fla.; WTRR Sanford, Fla.; WTSP St. Petersburg, Fla.; WWTB Tampa, Fla.; WIVI Christiansted, St. Croix, V. I.; WMAF Madison, Fla.; WNER Live Oak, Fla.; WQXT Palm Beach, Fla.; WORZ (FM) Orlando, Fla.; WDLP-FM Panama City, Fla.; WWPB (FM) Miami, Fla.; WPRK (FM-Ed) Winter Park, Fla.; WLSE Wallace, N. C.; WRHI-FM Rockhill, S. C.; WAPG Arcadia, Fla.; WBOP Pensacola, Fla.**

Listeners were asked to send in slogans for the *New Tom Owens Cowboys*, a musical-type band heard on WMT's "Noontime RFD." Winner: We furnish the "blow" for your "blowout"!

WMT

CBS Radio for Eastern Iowa
Mail Address: *Cedar Rapids*
National Reps: *The Katz Agency*

This is a picture of a man winking at a pretty girl in the dark

IF YOU ARE WINKING AT THE HOUSEWIVES IN SAN ANTONIO, DO IT WHERE IT COUNTS . . . ON

KITE

More Daily Home Audience in San Antonio Than Any Other Station*

*"Cool Cats" get their kicks elsewhere!

NCS #2

Call Avery-Knodel, Inc.

Can you spot the difference?

● You can't call it an ordinary simulcast . . . it's STEREOPHONIC TV! Heard throughout central Indiana for the first time!

WFBM-TV added this *new dimension in sound* to thrill the many thousands who viewed Delco-Remy's "Christmas in Song," commemorating General Motors' 50th Anniversary.

Two microphones, one television and one radio, carried two separate audio transmissions—regular broadcast for radio listeners and STEREOPHONIC SOUND for those of our TV audience who had both television and radio properly placed and tuned to this special program.

At WFBM-TV, an experienced staff accustomed to being *first* is the *difference*, too!

Represented Nationally by the KATZ Agency

CHANNEL 6
WFBM-TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

We're also proud of our area ARB. Call us for any facts you may need.

from **ROBERT E. LUSK,** *president, Benton & Bowles*

NEEDED: AN END TO THE 'HUCKSTER' CONCEPT

The longer I am in the advertising business, the more I find to admire and respect in it. I see more fine creative work. I see more and more evidence of advertising's contribution to our ever-rising living standards. We are full partners in the American business system bringing better and better values to more and more people.

Among the things I have come to admire most are the people in this business. I am constantly finding new people to admire. They are industrious, intelligent, creative, resourceful and loyal. They possess the same basic qualities and characteristics that make for success in any endeavor. The military calls these leadership qualities and in business they are sometimes referred to as executive capabilities. Call them what you will, they abound in the personnel of the advertising industry. I have a healthy respect for these people, my associates.

Sure, we have our blackguards and ne'er-do-wells, but no more than in any other field, and perhaps not as many as in some.

Yet, we haven't learned the basic lesson that other businesses have learned in the Twentieth Century: that good deeds, alone, are not enough. We haven't learned that an important part of our job is building understanding of our role in society. We have failed completely to defend our contributions before the court of public opinion.

I am personally concerned with what the public thinks of the advertising business, and I believe that everyone in it should have a personal concern. We who are a part of it know how much it takes to succeed, how much talent is required to compose an ad that will tell a story in a few well-chosen words, how much thought goes into every advertisement whether it is a 30-second spot or a concentrated magazine campaign. More thought goes into the intelligent appraisal of how to use the advertisement, where and when, to reach the greatest audience of potential customers. All these considerations are a part of a good advertising plan, plotted in advance to bring the client's product into public view in a most attractive manner. Therefore, when an ad campaign accomplishes its purpose, I am not at all surprised. I consider it the appropriate conclusion rather than an accident.

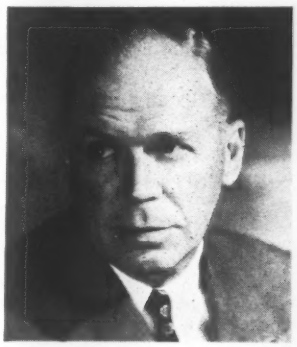
FALSE IMPRESSIONS CAUSE FOR CONCERN

I am increasingly concerned and very much annoyed by the false impressions made believable to the public about advertising. These half-truths and downright untruths persist and grow everytime some novelist feels the need to 'jazz up' his book, filling it with ne'er-do-well characters, cheats, glib charlatans, and eccentrics, depicting them as typical advertising people. On top of this abuse, the enterprising Hollywood script writer further distorts the author's original distortion so that the lead actor resembles a Mickey Spillane of Madison Avenue. The finished product, as grotesque as it is, appears on the motion picture screen as a revealing behind-the-scenes glimpse of the advertising business for the American people to see. The format is usually built around a little or no actual work, lots of Martinis and fast and sharp criticisms. Just how far afield from the truth do they have to go to be entertaining?

I am flushed with embarrassment when a book or motion picture takes such liberties with our industry, and I consider that it insults the intelligence of the American people. Yet, because it is entertaining it is believed. In all fairness, stories of this sort never reflect a true picture of the calibre of advertising people whose talents are employed every day by the greatest companies in America today. We have good-naturedly let anyone and everyone take swipes at us and we have laughed it off. Now, it is much more serious than just embarrassment. Now we find municipal advertising taxes beginning to rear their heads and they can't be laughed off. One of the prices paid for adverse public opinion is exacted by politicians. If it becomes "good politics" to kick us around, we'll have real trouble.

Correcting these false impressions is not a job for someone else to do on our behalf. It is a personal assignment for everyone who calls himself an advertising man or woman. It is a job to be started now and carried on in everything we say and do; in all our personal and business contacts. It means that as individuals and as agencies we shall have to avoid any behavior that would seem to give credence to the ridiculous image that others would give us. It means that the advertising and selling press will need to do a job of reporting in depth with a growing understanding of the business they cover in their "beat." For our part, it means we shall have to deal open-handedly with the news people who cover our business, and without revealing any client confidences, give them something more than gossip to report.

This is no small task, and it is a continuing one. But it needs to be done if we are to continue to grow and, indeed, survive. I am reminded of what Arthur Page, public relations adviser to AT&T said many years ago: "Management has no inalienable rights if the public is of a contrary opinion." Management in our business is no exception to this rule.



Robert E. Lusk, b. Feb. 25, 1902, New London, Conn. Graduated Yale, 1923. In advertising-marketing all of business life, including stint as advertising manager of R. H. Macy & Co. in late 1920's, early 1930's. Joined Benton & Bowles in 1933 and, except for three years with Ted Bates and Pedlar & Ryan & Lusk agencies, has been there since. Elected executive vice president in 1950, became president in 1952, appointed chief executive officer in July 1956.

The Real Public Interest

THE House Commerce Committee hearings on subscription television have dramatized a weakness in U. S. broadcasting.

The weakness is the broadcasters' failure to tell the public what broadcasting is all about.

During the hearings, committee members have repeatedly asked whether broadcasters had any evidence of the public's attitude toward subscription television. Pitifully little evidence has been supplied.

A few stations have had the initiative and nerve to broadcast editorials about subscription television. Their viewers have responded with overwhelming opposition to pay tv, and we have no doubt that this response from their constituents will impress the Congressmen who represent the areas which the stations serve.

But what about the Congressmen from the hundreds of other congressional districts served by stations which have maintained their historic silence on an issue of importance to their future?

For months it was known that the show-down hearings on toll tv would be held by the House Commerce Committee this month.

So it cannot be argued that stations have not had time to form their own opinions on the subject and make those opinions known to the people of their communities.

It can only be admitted that most stations—by far the majority—have chosen once again to take their case directly to the Congress through their trade association and their networks without letting the public know what is going on.

It seems to us that the policy of shutting out the public has by now been thoroughly discredited. This session of Congress has already scheduled more trouble for broadcasters than any other session of recent times. We venture that most of the people of the United States are wholly unaware that regulation and legislation to change profoundly the nature of their broadcasting service are being seriously considered.

Say "Barrow Report" to the man in the street, and he will have no idea what you are talking about.

A Pulse survey conducted for BROADCASTING magazine disclosed that 30% of the people hadn't even heard about subscription television.

As long as the public—the electorate, let us say—is ignorant of broadcasting issues, the Congress and the FCC can settle those issues without particular regard for public reaction.

Now who is to educate the public on matters affecting the shape and destiny of radio and tv?

It won't be the newspapers. If anything, the newspapers will befuddle the public by incomplete or slanted reporting.

Nor is it in the interests of magazines to write of radio and tv in adequate detail to inform the people of the meaning and nature of broadcasting.

Obviously, if the public is to know how broadcasting operates and what endangers it, the information will have to come from broadcasting itself.

So far all broadcasters but a conspicuous few have lacked either the desire or the courage to put their case before the highest court—the public.

Nice Try

WE CAN only regret the decision of American Broadcasting Network to cut back substantially its "all live" programming.

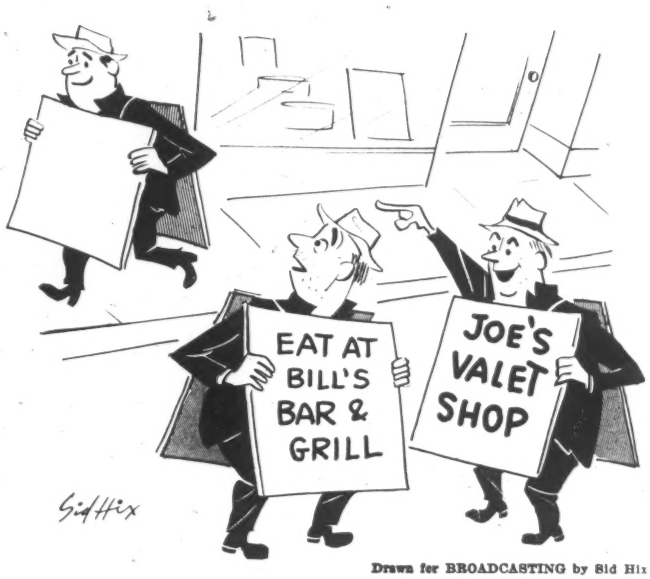
The all-live policy raised a lot of eyebrows when it was announced several months ago. The owners of those eyebrows may now be disposed to say "I told you so," but we would hope there will be no such gloating.

The venture was a daring experiment. It represented a departure from standard thinking in network radio in recent years. It was new and different. As other networks have done in other ways, ABN was trying to offer a service not available elsewhere and thereby win larger audiences and, it hoped, more advertisers.

ABN must be commended for making the try. The progress that network radio generally has made since its gloomiest early-tv days is traceable in large measure to experimentation on the part of its operators. Change is a basic part of progress.

The all-live plan did not pay off as expected—this is evident from the decision to cut back. It also makes that decision understandable. ABN can make substantial savings by switching to a part-live, part-records operation. And we might add that this arrangement also leaves room for further testing of the all-live policy. If the live portions eventually prove profitable, other live segments may be introduced gradually.

In any case, the network could hardly be expected to go on taking substantial losses indefinitely when relenting on its all-live policy would bring a good measure of financial relief. After all, radio networking is still too much a charity operation.



Drawn for BROADCASTING by Sid Hix

"Must be one of those subliminal commercials!"

Passing Fancy

BARTER was back in the news last week.

We're pleased to report, however, that it was planted there. It didn't make the headlines spontaneously through some new films-for-time deal the way it used to be.

The forum was the Radio & Television Executives Society in New York and the occasion was a debate arranged by RTES. The debaters were two leading experts in their fields. Frank M. Headley, president of H-R Television and also of Station Representatives Assn., argued that barter is harmful to television. Defending the practice was Erwin H. Ezzes, vice president and sales manager of C&C Television Corp., whose multi-million-dollar deal trading RKO feature films for spot announcement time for International Latex Corp. is probably the most successful barter on record.

Mr. Headley advanced forceful arguments and Mr. Ezzes defended the C&C-RKO-Latex deal persuasively. But it turned out they weren't really arguing. Mr. Headley recognized the success of the C&C deal at the outset—even used it to make his point that barter depends first of all upon the barterer offering good film product. Mr. Ezzes acknowledged that he and Mr. Headley were "essentially" in agreement.

This does not make for heady controversy and splashy repartee, but we count it an encouraging sign. A year ago a debate on the same subject could have been heated, because then barter was in flower. The lack of real argument now reflects the lessening interest in barter deals since then.

The reason that barter has subsided must be a growing awareness that—as Mr. Headley pointed out and Mr. Ezzes did not deny—the "advantages" which barter *per se* offers to both stations and advertisers are questionable at best. There is still no substitute for hard cash in a time sale.

In 1300 BC
smart women
wore nothing.

In 1958 AD
smart women
wear nothing but
what's advertised
on

CHANNEL 2

KPRC-TV
Houston

Design and Illustration reprinted through the courtesy of HANES HOSIERY, INC.

no schemes to worry about

JACK HARRIS, Vice President and General Manager • JACK McGREW, Station Manager • EDWARD PETRY & CO., National Representatives